



*“Every Child’s Right-
Freedom from Sexual Exploitation and Abuse”*

ECPAT Child ALERT Annual Report 2010-2011



*Thinking will not overcome
fear but Action will!*
W. Clement Stone

Our vision and Mission

OUR VISION:

“ECPAT Child ALERT works for a world that no longer tolerates the sexual exploitation of children.”

OUR MISSION:

ECPAT stands for “End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes”. ECPAT seeks to achieve this through providing research, social action and education focused on preventing the sexual exploitation of children in any form. ECPAT provides a niche role in supporting those agencies that are active at grass roots level.

It seeks to encourage the world community to ensure children everywhere enjoy their fundamental rights free and secure from all forms of commercial sexual exploitation.

New Zealand made a commitment in 1996 that it would take local, regional and international action to address the Commercial Sexual Exploitation of Children (CSEC). This commitment was made by adopting the Stockholm Agenda for Action, which outlines strategies to prevent, protect and assist children to recover from sexual exploitation. As a follow up to this commitment, in 2001 New Zealand developed a National Plan of Action Against the Sexual Exploitation of Children “Protecting Our Innocence.” ECPAT Child ALERT is a key partner with government in the implementation of the National Plan of Action and monitoring progress.



Charitable Registration

ECPAT Child ALERT is a registered charitable trust that is registered with the Ministry of Economic Development, the Charities Commission and the Inland Revenue Department. The Charities Commission registration number is CC 43653.

The Board

The ECPAT Child ALERT Board meets every two months and receives reports on progress, monitors financial transactions and provides governance and strategic directions for the staff. The Board currently comprises of Yvonne Dufaur as Chair, Dr. Miriam Saphira as Secretary, Kevin Clapperton as Treasurer and Irene Feldges, Sue Elliott and Sandy Thompson as Trustees.

Staff

The staff comprise Alan Bell as National Director Ling Jiang as Office Administrator and Becky Low as Youth Advisor. Alan works full time and Ling and Becky work part-time. Ling manages



all of the office administration, monitoring and reporting the finances. Becky first worked for ECPAT Child ALERT as an intern from the Auckland University last year and this year joined the Team to establish our Youth Participation Project (YPP).

Our Focus

Child Prostitution - there is still a disturbing number of underage (under 18 years) children involved in the sex industry. This year we published a book called “Speaking For Ourselves” – the stories of thirteen children involved in prostitution told in their own language and speaks of their experiences, aspirations and needs. The stories are heartbreaking and many have dysfunctional families with violence, alcohol and drugs as a contributing factor to their working as prostitutes on our streets.

Child Pornography - the Child ALERT Hotline continues to receive a steady flow of reports from computer users who notify us of websites that may contain illegal child sex abuse images. These are filtered and directed to the Department of Internal Affairs for investigation. The Internet filter that ECPAT Child ALERT assisted in providing to the Government is now fully implemented. The Censorship Compliance Unit of the Department of Internal Affairs has worked with the Internet Service Providers (ISPs) to invite them to voluntarily register with the filter which is now known as the Digital Child Exploitation Filter System (DCEFS). Most of the larger ISPs are now participating and others will be added. During the first year of operation when ISPs were being incrementally added a total of over

4 million clicks onto illegal child pornography sites were identified by the filter. Even though this represents the number of clicks and not the number of actual people that were attempting to access these sites the number is still alarming. It is likely the number will grow as more ISPs register with the system. On a positive note there has been a reduction in the number of illegal child sex abuse sites associated with the filter as listed by the Censorship Compliance Unit.

Trafficking - it is fortunate that to date the incidence of trafficking in New Zealand is at a low level compared to some overseas countries. This is probably due to our isolated geographic location, our small population and the fact that our borders are tightly controlled. Despite the fact that there are no recorded convictions for human trafficking to date there is anecdotal evidence of trafficking and illegal entry in association with the sex industry. ECPAT Child ALERT continues to monitor this illegal activity and works to make people aware of the New Zealand Government Plan of Action to Prevent People Trafficking. ECPAT Child ALERT believes that trafficking of people not only involves those coming across our international borders but also those victims that are recruited and managed by perpetrators within New Zealand itself.

Sex Tourism - A recent development in regards to sex tourism is that for the first time in New Zealand an Auckland man has been charged with promoting sex tours to New Zealanders to travel to Asia for the purpose of having sex with children. ECPAT Child ALERT is now the registered representative in New Zealand and the Pacific Islands for an international responsible tourism code of conduct known as The Code. It is intended to promote this Code to the Tourism industry including travel agents, airlines, tourist and hospitality agencies and hotels.



Our Project Highlights

ECPAT/THE BODY SHOP CAMPAIGN

The global campaign launched jointly by The Body Shop and ECPAT to stop sexual exploitation of children is receiving strong endorsement. Over 6 million people globally including over 60,000 New Zealanders have signed a petition calling for stronger measures to be taken to protect children from all forms of sexual abuse.

You can help! Visit The Body Shop and purchase a tube of their special hand cream called 'Soft Hands, Warm Heart'. The proceeds from these sales go towards ECPAT's ongoing efforts to prevent the sexual exploitation of children.

YOUTH PARTICIPATION PROJECT (YPP)

We have begun to establish a youth network throughout New Zealand. The aim is to engage with youth to help create awareness and to educate others regarding the sexual exploitation of children. The reasoning behind this is twofold. We want to influence the attitudes of the new generation of community leaders towards protecting the innocence of New Zealand children. At the same time we want our youth to avoid being involved in any form of sexual exploitation of children. Sadly youth are increasingly in the offender profile particularly in regards to child sex abuse images on the Internet.

CYBERKIDS

Cyberkids is a web based educational resource which aims to teach children aged 7-9 how to stay safe online via a fun interactive game. The site has been revised this year.

TAKE-A-STEP

Otago University students Kate Medlicott and Tim Geaney reached the end of the road on their arrival at Cape Reinga on the 4 February 2011. Departing from the Bluff on 15 November 2010 Kate and Tim have walked some 2,300 kms in all sorts of conditions to achieve their goal to walk the length of New Zealand to raise awareness & funds for ECPAT Child ALERT.

Throughout the walk people were generous and supported the walkers with refreshments, clothing and footwear and accommodation. Many have been surprised and shocked as they learned of the amount of child sexual exploitation both here in New Zealand and overseas.

ECPAT International

ECPAT International is a global network of organisations and individuals working together for the elimination of child prostitution, child pornography and the trafficking of children for sexual purposes.

The ECPAT network is composed of ECPAT groups based all over the world; the International Board, elected by the International Assembly; and the International Secretariat. In 2011, there are over 80 groups in more than 70 countries.

ECPAT groups are involved in implementation of various initiatives to protect children at local levels, while the Secretariat provides technical support and information, and holds workshops and other educational forums to extend and exchange knowledge among

groups in different countries. It also represents and advocates on key issues at the international level on behalf of the network.



From the National Director

The past year has been one of consolidation and progress. Funding was secured during a difficult economic environment to enable the work to progress. The economic recession and the impact of the financial bail outs, the mine disaster on the West Coast and particularly the earthquakes in Christchurch signal that funding will remain a challenge in the foreseeable future.

I have appreciated the support of the Board of Trustees and the sterling work of the staff. I am totally impressed with their skills and dedication to the cause and they have made my task much lighter.

For the past two years I have served as the Pacific Region Representative on the ECPAT International Board. This has been an opportunity to connect at a global level with a number of organisation's and whilst sometimes challenging it has certainly enriched my work here in NZ.

Sadly the sexual exploitation of children seems to progress unabated and there is certainly a need in New Zealand for an organisation such as ECPAT Child ALERT to help bring about a safer environment for our children. It seems that in spite of our robust legal system, our monitoring and the utilisation of technology such as filters the behaviour of offenders is not changing for the good. Our belief is that we need to continue with public awareness and education so that over a period of time people's attitudes towards the protection of children will drastically improve and this will be borne out by a society that demonstrates a commitment to reducing the amount of child sex abuse in our country. We remain absolutely resolute in the fight against child sex exploitation and appreciate your support.

Alan Bell
National Director



The work of ECPAT is funded mainly by individuals and grants from foundations and trusts. We are very grateful for all the individuals who have been generous to us with regular giving and one off donations. We also enjoy trade discounts from a number of suppliers and this helps us in being cost effective.

The organisations that have made grants to ECPAT Child ALERT in the 2010-2011 financial year include-

ASB Community Trust
Community Organisation Grants Scheme
Department of Internal Affairs
Four Winds Foundation
The Sisters of Good Shepherd
NZ Lottery Grants Board
Pelorus Trust
Skycity Auckland Community Trust
The Body Shop
The Lion Foundation
Trillian Trust

Financial Report Year Ending 31 March 2011

I conducted this audit in accordance with generally accepted auditing standards in New Zealand. I planned and performed my audit so as to obtain all the information and explanations I considered necessary.

Other than my capacity as auditor I have no relationship with or interest in ECPAT Child ALERT.

In my opinion, the audited financial report:

complies with generally accepted accounting practices;

gives a true and fair view of the financial position of ECPAT Child ALERT Trust as at 31st March 2011 and the results of its activities for the year ended on that date.

My audit was completed on 28th May 2011 and my unqualified opinion is expressed as at that date

Dennis W Barber
Accountant

Another successful year has passed and ECPAT Child ALERT is very pleased it has been able to extend its message and influence more widely in New Zealand.

With strategic planning to focus our limited resources on areas where we believe we can make the most impact in achieving our goals of eliminating child prostitution, child trafficking and child pornography, we have largely directed our work in the fields of research, education and social action.

This year saw the publication of 'Speaking for Ourselves', a distillation of research into child prostitution in South Auckland, with victims telling their own stories – a disturbing reminder to us all of what life can be like for some of our children. Collaboration with the University of Auckland is now taking place to carry out further research into several areas regarding the sexual exploitation of children.

In the educational field we have re-vamped our Cyber Kids website and provided every primary school in New Zealand with helpful online safety material. Our regular website has been redesigned to provide more information and educational material. The risk of increased child sexual exploitation at the time of the Rugby World Cup, which sadly accompanies all such major events, has been given attention to ensure that measures can be taken to minimize the danger.

The involvement of youth in our work is an international goal and following the commissioning of a feasibility study, we are now funded and actively working in the setting up of a network

of youth groups where education and information can be circulated and youth can support our work and form their own plans of action. Once alerted to the extent of the problem in New Zealand, we are finding that the youth are very willing to do their part to eliminate all types of commercial sexual exploitation of children.

Our international partnership with The Body Shop has also brought a tremendous increase in awareness of the world-wide problems associated with child trafficking, prostitution and pornography. Over 60,000 New Zealanders have signed a petition urging the Government to take stronger measures to prevent child sex abuse.

To our energetic and dedicated staff, the volunteers who have input into our cause, our supporters and donors, the Trust expresses its deepest thanks and appreciation for a successful year's work. I would like to add my thanks too, to the Trustees who have willingly and thoughtfully contributed to developing the directions and policies that will help ECPAT Child ALERT to achieve its goals.

Yvonne Dufaur
Chair
ECPAT Child ALERT



Grants:	\$216, 538	Sales and Interest:	\$3, 047
Govt Funding:	\$28, 969	Individual Donations:	\$16, 242
Total Income:	\$206, 292		



Pornography:	\$33, 072	Prostitution:	\$37, 251
Sex Tourism:	\$30, 490	Trafficking:	\$31, 465
Overheads:	\$45, 190	Total Expenses:	\$205, 314



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www.cyberkids.co.nz

**all pictures of children approved for use*

