

0800 AVIVA NOW  
WINTER 2013



# THE advocate

## Welcome to Aviva

As you pick up this latest edition of The Advocate you will note some changes – there's not only a new colour and layout, but even our name has changed.

In May we unveiled a new agency name and identity – Aviva. It was a change we had been debating for some years. The name Christchurch Women's Refuge has so much history – it was New Zealand's first refuge, after all – and had helped to make the word 'refuge' shorthand for 'safety' for thousands of women. Yet extensive research in 2012, and conversations over previous years, confirmed that many women thought that 'refuge' meant having to leave their home or their relationship, or that our services only applied to women and children living with severe physical violence. Many people also thought that the only support our agency offered was a literal refuge (actually less than 10% of clients use the Safe House), not realising that there was a much wider range of specialist services available for children and women and, since April 2012, for men who have used violence against family members.



We realised that we needed a new name that would be more relevant and accessible to everyone needing support, wherever they are on their journey. And we absolutely wanted one that expressed positivity, potential and our passionate belief that a new life, free from family violence is possible for everyone, with the right support.

We think Aviva does that. 'Live' (viva) is at our new brand's core and supporting people to live safe, fulfilling lives is at the heart of why we exist as an agency. We continue to honour the legacy of Christchurch Women's Refuge by retaining this as the name of the service it first represented – our Safe House.

We've been very lucky to receive generous sponsorship for our rebrand from some large local companies – especially Strategy Design & Advertising – as their way of making family violence – and everyone's potential to overcome it – more visible in our community.

We have a new phone number and website now – 0800 AVIVA NOW (0800 28482 669) and [www.avivafamilies.org.nz](http://www.avivafamilies.org.nz) – please visit and get to know Aviva better.

Rebranding is just one of many things we have been busy working on since our last edition in April. Inside you can read some updates on services, new ventures, how our clients and



Nicola Woodward CEO

communities are faring in our changing environment and, of course, how your support is creating better futures for children, women and men striving to overcome family violence. Thank you for joining us on that mission.

To those of you in Wellington and Marlborough with shaken homes and nerves, we really do know how you feel and we hope that life becomes calm again for you very soon.

Until our next edition, stay safe and warm.

A handwritten signature in black ink that reads "Nicola".



Katherine Corich

**“I realised for the first time that my past is nothing to be ashamed of as it was actually my résumé. I know that, given the chance, we all can change.”**

**April**

(a survivor of family violence)

## Events to Add to Your Diary:

### Spreading the Benefits of Business Success – Breakfast With Katherine Corich

On Friday August 23 we'll be hosting a breakfast with our UK based ambassador and international businesswoman, Katherine Corich.

Katherine is the founder of Sysdoc, a company that specialises in change, information and process management and improvement that enables customers to revolutionise the way they do business. Katherine's passion for business has seen her company grow into a global enterprise with offices in London, Wellington, Auckland, Sydney, and Los Angeles, supporting clients including London Underground, Air New Zealand, Westpac, Fonterra, Chevron, A T&T and IBM.

Along the way Katherine's business and leadership expertise has been acknowledged by being chosen as Ernst and Young Master Entrepreneur, NEXT Business Woman of the Year, a finalist in both the UK National Business Awards and The New Zealand Society UK New Zealander of the Year 2013, and having Sysdoc make the top 30 employers in the A – Z List of Top Employers.

Katherine is well known speaker in New Zealand and internationally, having earlier this year presented at the Sport NZ conference, the World Class New Zealand Inspire series and the international Women In Leadership conference in Italy (just to name a few). Obviously this woman knows her stuff!

Join us for breakfast with Katherine and find out how she took her experiences as an airline pilot and developed them into a successful international company and why her belief in supporting her local and global community is so important to her business philosophy – and its success.

Aviva will also be launching our new supporters' club at the breakfast – come along and find out more!

**Date:** Friday 23 August

**Time:** 7:00 – 8:30am

**Where:** BNZ Partners – Russley Business Centre

**What:** Breakfast, networking and talk by Katherine Corich

**Cost:** \$35 plus booking fee – a portion of the ticket price will go towards Aviva's services for children, women and men

**Purchase tickets:** <http://www.eventbrite.co.nz/event/7336129561>



### Ladies Race Night at Addington

The celebratory season is starting a little early this year! Addington Raceway are helping us to prepare for Cup Week and the slide into summer by hosting a night of spring fashion and fun on 4 October in the Silks Lounge, from 6pm onwards.

Westfield Mall is supporting the evening so there will be a great range of new season fashion to check out and stylist

Stephanie Rumble will be on hand to update us all on trends and styling.

Tickets will go on sale in August and a portion of each ticket price will go to support Aviva's services. **Save the date** in your diary now and keep an eye on [www.avivafamilies.org.nz](http://www.avivafamilies.org.nz) or Aviva Families on Facebook for updates on how to buy your ticket.

## Financing Better Futures

Aviva and the Good Shepherd New Zealand Trust are partnering to pilot a No-Interest Loan Scheme (NILS) to Canterbury families who are affected by family violence and are on low incomes.

Access to safe, fair and affordable credit can enable individuals and families to improve the quality of their lives, strengthen financial capabilities and – particularly for women with children – help them to set up a new, safe home. Based on 32 years' experience in Australia, Good Shepherd has successfully proven that for many people, a small no-interest loan is a path towards financial independence and escape from the social exclusion so often associated with family violence.

The 12-month pilot will offer no-interest loans of up to \$2,000, together with complementary resources, advice and support, to individuals and families who are on low incomes and unable to access mainstream financial services. In order to ensure that the scheme reaches as many low income families as possible, this Aviva/Good Shepherd service will be developed in partnership with the five other agencies with which Aviva has formed a service alliance – He Waka Tapu, Barnardos, the Family Help Trust, START and Relationships Aotearoa.

As part of their commitment to investing in New Zealand, Kiwibank will provide the capital for the loans, which Aviva will manage. A NILS worker will support clients referred from any of the six agencies participating in the pilot to assess their financial needs and eligibility for a loan. These loans will be offered for essential household goods such as a fridge, bed or washing machine or to meet health and education needs. Because of the difficult Canterbury rental market, the scheme may be adapted to assist people to access affordable rental housing.

The loans scheme is expected to be available to alliance partner clients in October 2013 and the success of the pilot will be used to inform further availability in other New Zealand centres.



Upgrading security means women and children can stay at home, safely.

**“It was also hard to see at first hand the harsh reality of family violence day after day. It was hard on the soul to uncover this ugly reality that was hidden from many people.”**

**Diane**

(who helped found Christchurch Women’s Refuge)

## There’s No Place Like Home...

There have been no major shakes for some time in Canterbury, but the after effects of the previous disasters are still being very much felt. For many members of our Canterbury communities, life continues to be a real challenge with damaged roads, constant detours, earthquake repairs (or lack thereof), weariness at the rate of progress in the rebuild and a major struggle to find a safe, affordable home.

The housing crisis which has been talked about for so long – although denied by some – continues to severely impact on many people, especially the most vulnerable. Some women will not consider leaving their home – even to escape family violence – because they know that by doing so they risk becoming homeless. According to a recent Press article, Canterbury’s rent prices are now only \$70 less than the fulltime minimum adult weekly wage. Limited housing is thus affecting women’s ability to become safe, as well as impacting on poverty levels, with many families struggling to survive on one income or a benefit.

Many other families that do have homes are also expressing concerns about their poor state, with cracks, leaks or doors that don’t shut, and are anxious about how they will endure another winter. Many of you will understand how this feels. On top of this, people are often still exerting huge energy into dealing with the Earthquake Commission, insurance companies or Council, and for some families their increased stress is exacerbating the risk – and severity – of violence in the home.

This housing crisis has contributed to our Safe House – Christchurch Women’s Refuge – being consistently full since

December 2012, with much longer average stays than ever before – almost four months in one extreme case. Many women have nowhere to go, and so are forced to stay in the Safe House even when they are no longer at risk of family violence. This, in turn, means more limited accommodation options for women and children who are experiencing violence.

Affordable housing – especially for those with limited means – may be one of the biggest issues Canterbury is facing now, and for the immediate future.

### Staying at Home Safely – Shine safe@home

One way in which you have supported Aviva to help combat housing problems for some of our most high risk families is the Shine safe@home service. Shine safe@home has enabled dozens of women and their children to stay in their homes, which are made physically safer, and thereby avoid the painstaking choice of repeat violence, or possible homelessness.

When Shine safe@home got underway in Canterbury in September 2012 there were high hopes that it would not only enable women and children to become safer, but it would also save them from

having to enter the constrained and expensive Canterbury housing market. The Canterbury based service, first developed by Shine in Auckland, has achieved all that was expected of it, and even more.

Aviva was set a target by the Ministry of Justice of 30 homes to upgrade in the July 2012 – June 2013 year. By year end, Aviva had upgraded 68 Canterbury homes – well over double the target. This means that 68 women and 124 children have been made safer, supported to remain in the stability of their own homes and neighbourhoods, and all without being further stressed, disadvantaged or marginalised by being forced to find a new home. This proves the service to be not just a smart family violence response, but an effective tool in helping address the post-quake housing shortage, and therefore a vital component of Canterbury’s rebuild and recovery.

Aviva delivers Shine safe@home with the support of the Ministry of Justice, who pay for physical security upgrades. However, Aviva must fund the excess demand and also provide the services of the Shine safe@home Coordinator. The Canterbury Social Support Fund (Ministry of Social Development); Rotary Club of Avonhead; Rotary NZ World Community Service; Holcim NZ; six local Z stations through Good in the Hood; Zonta Club of Christchurch South; and Inner Wheel Club Otautahi Canterbury have all contributed to the service. If you would also like to be part of making homes safer for Canterbury families, please make a donation using the slip on the back page, or by visiting [www.avivafamilies.org.nz](http://www.avivafamilies.org.nz)



## Stronger Together

Aviva is part of a new alliance of six Canterbury-based Non-Government Organisations (NGOs) which are working in close partnership to develop practical ways to enhance support for children, women and men affected by family violence. One of the main projects the alliance has committed to is exploring full or partial co-location of services within the next two years.

The alliance, which includes He Waka Tapu, Barnardos, Family Help Trust, Relationships Aotearoa, and START, all offer specialist services to individuals and families who are at risk of, or already affected by, violence. Because people affected by violence – particularly children – often need a range of support services from different agencies, co-location can improve access to such services. Easier access will encourage earlier help-seeking and improve longer-term client outcomes. It's also expected that co-location will allow for some shared and streamlined administrative functions and costs, putting your support to each agency to even more efficient use.

The Ministry of Social Development (MSD) recently agreed to fund a Project Manager to move these co-location plans forward. "This type of collaboration between social service agencies, and also between NGOs and government, is precisely what our policy on Investing in Services for Outcomes is all about" said Murray Edridge, Deputy Chief Executive for Family and Community Services, MSD. "We all need to work together to achieve the best outcomes for families, whānau and communities and no single agency or organisation can do that alone."

The exact nature of co-location will be explored over the next 12 months but part of the vision is a community hub that will be used by a range of local agencies and which local people can also use as a community space.

## Taking it to the Streets

Thank you to every one of you who volunteered your time or donated to support our first street appeal as Aviva in May. One hundred and twenty or so volunteers and thousands of donors collectively raised almost \$20,000 to provide life-changing support to people in Canterbury living with family violence.

That money is invaluable in providing services such as 24-hour phone support, family violence education programmes for women and children and ReachOut early intervention support to men. You also helped to spread the word about Aviva as the new name for Christchurch Women's Refuge and reminded people that there is support available for anyone who wants to overcome family violence.

On behalf of the many hundreds of children, women and men who are on their journey to overcome family violence, a big thank you!



Poppy – Official Collector!

## Celebrating the Courage to Make Change

In May we invited clients, staff, supporters, sector colleagues and some of our founding members to come together to join us in celebrating 40 years of service to Cantabrians living with family violence.

The evening focused on people – the reason Aviva exists. Two of Christchurch Women's Refuge's founders – Rosemary Howard and Diane Shannon – shared their experiences of founding the first women's refuge in New Zealand, the challenges they and their friends faced, and their determination to make positive change for women and children living with violence. April Green and Brian Gardner both shared inspiring experiences of having overcome violence, the difficulties in doing that and the liberation of being violence-free. All four speakers demonstrated that achieving personal or social transformation is possible, with determination and the right support.



Rosemary, Morrigan Severs (an early staff member) and Diane at the celebrations.



Aviva members Matiu, Andy and Daryl, with guest speaker Brian Gardner.

At our anniversary celebration we also announced our new brand, Aviva – a positive new identity to sustain and energise our future journey with children, women, men and families.

You can view April, Brian, Diane and Rosemary's speeches and a summary of our rebrand story on [www.avivafamilies.org.nz](http://www.avivafamilies.org.nz)

# Peer Support – Leading by Example

New Zealand's first Specialist Peer Support service is becoming a reality, with the first group of women completing their six week training in early August.

Nine women took part in the training, learning how to use the value of their own experience of overcoming family violence to inspire and support others on the same journey. The training, developed with ComCare, a local mental health and addiction service, is based upon an Intentional Peer Support model, which is an internationally recognised model for peer support in trauma, addiction and mental health sectors. Aviva's training course caters for different learning styles and involves information sharing, group discussions, activities, role plays and reflective homework. So far the women undertaking the training say they have found the experience informative, challenging and insightful for their own journey.

Once trained, the women will be able to be linked with peers and can then use their training to provide hope and inspiration. Thanks to their training, the support offered to peers will focus on moving toward a fulfilling life free of violence, through self-determined goal setting and strengths building. This is what marks out 'intentional' peer support as more than simply a sharing of mutual experiences. The training also provides an awareness of safety and boundaries.

Already 10 women are on the waiting list for the next training course and peer support for men will follow in 2014.

If you are someone who has overcome family violence, or if you know someone who has, that experience can be used



to support others. Please contact us at [peersupport@avivafamilies.org.nz](mailto:peersupport@avivafamilies.org.nz) to find out more.

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## Thanks to You – our Wonderful Supporters

Here's a special thanks to just a few supporters and funders from the last few months:

- Strategy Design & Advertising – principal supporter of our rebrand and street appeal
- BrightSparks; Verve Digital; Activate Design; ResearchFirst; The Press; The Radio Network; Big Picture; Mediaworks and Social Foci – all of which supported our rebrand, 40th anniversary event and/or street appeal
- Donnithorne Simms – for donating use of a lease car to the ReachOut service for another year
- Z stations Bishopdale; Templeton; Yaldhurst; Carlton Corner; Curletts Rd; Addington (via Good in the Hood) – supporting Shine safe@home
- Carla Henderson, for running the 32km Routeburn Classic to fundraise for Aviva families
- Rotary NZ World Community Service – supporting Shine safe@home
- Holcim NZ – supporting Shine safe@home

- Aotea Electric – supporting frontline services to children, women and men
- Fletcher Building Ltd – supporting frontline services to children, women and men
- Disaster Recovery Unit of Christchurch Men's Prison – providing weekly donations of fresh vegetables to Aviva clients
- Air Rescue Services – supporting production of our newsletter
- Lotteries – supporting development and delivery of all of our services
- George Sevicke Jones Trust – providing our Support & Information Line and Safe House phone support
- Trusts Community Trust – providing phone support to North Canterbury and Christchurch clients

As always, we have a large list of people we'd like to publicly thank but, as always, we can't mention by name every generous person, community group or



**Part of the weekly delivery of fresh vegetables from the Christchurch Men's Prison's gardens.**

business that has contributed money, services or goods to support the families and individuals we work with.

However, thanks to your combined efforts, approximately 1,350 children, women and men last year received support to become safer, understand their options and be reminded that they deserve lives free from violence. Your support has kept over 90 women and children physically safe and resourced in our Safe House; enabled over 3,500 people to receive telephone support and information; and contributed to over 2,000 people being offered support after a Police callout.

Your support means a great deal to the children, women and men who use our services, and to us, so thank you – and please don't stop the great work!

# Animal Invasion!

Thanks to Zonta Club of Christchurch, which is supporting Aviva as its chosen charity this year, and the talents of local artist Ira Mitchell-Kirk, our Tamariki Group Education Room has been transformed into a menagerie of pure happiness!

Zonta members made new cushions for the children to sit on during group, as well as bunting for the ceiling, and Ira enlisted her children and some friends to help her transform the room. From the initial concept of a small frieze it grew into an amazingly warm, safe space full of dozens of smiling animals. The walls now feature native wildlife, farm animals, beach creatures and life in the jungle. Thanks also to Resene who supplied the paint at half price, and NZ Tax Refunds, who covered all other costs.

Up to eight children under the age of 12 come to Children's Group each term to try to make sense of what has been happening to them, share their experiences in a safe place with trained

facilitators, and learn about what healthy and caring behaviours look like. Our revamped Tamariki Room now provides a true children's space – and the adults love it too!!



The farm meets the sea at this end of the room.



Ira and her helpers take a break from their great work.

## Receive the Advocate by Email

Please help us reduce costs by choosing to receive The Advocate by email. Contact [julie@avivafamilies.org.nz](mailto:julie@avivafamilies.org.nz) or call (03) 378 3847

## Like us on Facebook

Aviva Families and ReachOutCanterbury have facebook pages. Check us out and 'Like' us to keep up to date on what each service area is doing and to share your thoughts with us.



**Address:** PO Box 32 034, Christchurch 8147  
**Phone:** 0800 AVIVA NOW (0800 28482 669) or 378 3847  
**Email:** [enquiries@avivafamilies.org.nz](mailto:enquiries@avivafamilies.org.nz)

**Rangiora Office**  
**Post:** PO Box 198, Rangiora 7440  
**Fax:** (03) 313 1082  
[www.avivafamilies.org.nz](http://www.avivafamilies.org.nz)

## Join the journey to a violence free society

Charities Commission Number CC 30026

Mr | Mrs | Miss | Ms | Other

Name

Address

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Please add me to the email distribution list.

Please post to: Aviva, PO Box 32034, Christchurch 8147

Here is my donation of  \$200  \$150  \$75  \$25

Other amount (please enter) \$

Cheque payable to Aviva

Or charge my  Visa  Mastercard Expiry date /

Card No.

Name on card

Please contact me about making a gift to Aviva in my will.

If you wish to discuss a donation or make automatic payments please contact Julie on (03) 378 3847 or at [julie@avivafamilies.org.nz](mailto:julie@avivafamilies.org.nz)  
 You can donate online at [www.avivafamilies.org.nz](http://www.avivafamilies.org.nz)

Thank you! We will send you a receipt.