



Women's Support
MOTUEKA

ANNUAL REPORT

July 2024 to June 2025



MESSAGE FROM THE CHAIRPERSON

Kia ora kotou,

Ko Tainui te Waka
Ko Waikato te Iwi
Ko Michaela Lobban toku ingoa

It is with great pleasure that I am able to deliver another Chair Report on behalf of Women's Support Motueka. As always, our fundamental aspirations for women and their whānau within our community is to be safe, well and empowered to meet their full potential.

This year has brought its fair share of challenges, but also plenty of moments of connection, growth, and quiet triumphs – both for our team and for the wāhine/women, mothers and their tamariki/whānau whom we support every day.

Crisis Response and Prevention

This year, our core services remained a vital lifeline for women in crisis. Our team has supported women and their whānau through crisis, with legal advocacy, counselling, safety planning, and access to essential resources. At the same time, we continued to prioritise prevention through education and early intervention. We've also been busy strengthening our Community Engagement Programme, which has become a key part of how we connect with the wider community.

Community workshops, and professional training initiatives have been instrumental in helping people recognise early signs of abuse, understand healthy relationship dynamics, and know where to turn for help. Creating safe spaces for conversation around family violence, consent, and respectful relationships. It's been great to see increased community interest and action in this space.

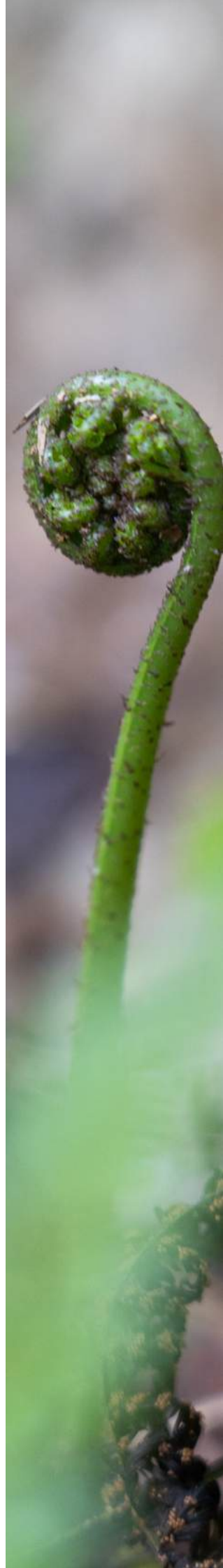
When people feel informed and included, they're far more likely to reach out or support someone else to do so. That is what community-led change looks like.

“Ki te kotahi te kākaho, ka whati; ki te kāpuia, e kore e whati.”

“When we stand alone we are vulnerable, but together we are unbreakable”

Governance and The Road Ahead

The Board has remained focused on good governance, risk management, and alignment with our strategic priorities to ensure we stay responsive and resilient. This has included reviewing key policies, maintaining robust



financial oversight, and supporting our senior leadership team and kaimahi to do what they do best in an ever-evolving environment. Our focus on staff wellbeing and organisational culture means that we recognise that the strength of our team underpins everything we do and what we aspire to reflect within the lives of the women we support.

We remain committed to creating an organisation that not only delivers high-quality services but also actively contributes to systemic change, through policy advocacy, collaboration, and community education programmes.

Celebrating 5 Years of Emillie and Maluz

This year, we're thrilled to celebrate a special milestone: Emillie and Maluz have each reached five years of service with Women's Support Motueka. Their commitment, compassion, and deep understanding of our kaupapa have touched the lives of countless women and families. Over the past five years, both Emillie and Maluz have contributed to Women's Support Motueka not only through their professional roles but also as strong and supportive colleagues who have provided a steady presence and who have made a real difference to so many lives – and to our team culture. Both have shown up year after year with heart, strength, kindness and compassion, even on the tough days. Their longevity is a testament to their passion and resilience in what is often very demanding work.

From all of us – thank you, Emillie and Maluz. We would also like to take the opportunity to farewell Velia as she embarks on her new journey and life overseas, and welcome onboard Briah who brings a wealth of knowledge and aroha to our organisation. We're lucky to have you all!

A Big Thank You to Our Volunteers – Near and Far

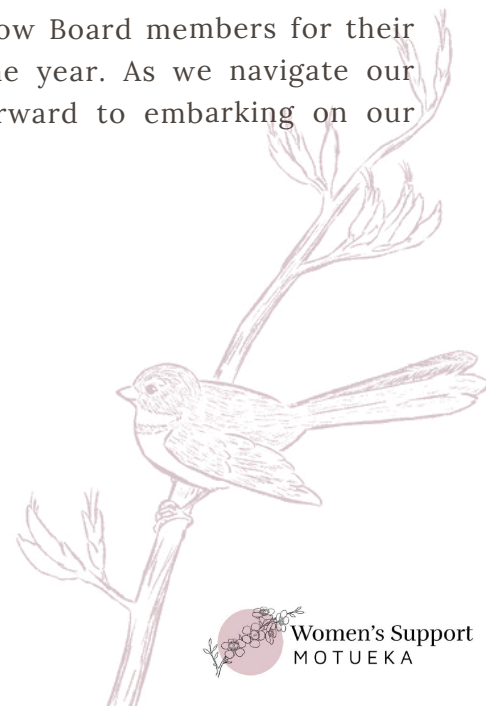
It's also important to acknowledge the people who give their time, energy, and skills without being part of our staff. We see you, and we are so grateful.

These quiet acts of generosity don't go unnoticed, and the impact you have on the services available for the women in our community is huge. You help us to reach further and support better.

Finally, I would like to extend my ongoing appreciation to my fellow Board members for their kaitiakitanga/stewardship and matauranga/wisdom throughout the year. As we navigate our next big adventure with Women's Support Motueka, we look forward to embarking on our journey and future years as a Charitable Trust

No reira,
Tēnā koutou,
Tēnā koutou,
E mihi ana ki a tātou kātou
Nā

Michaela
Chairperson



A YEAR'S REFLECTION...

Tēnā koutou

Dear friends and supporters

For 38 years, the ethos of Women's Support Motueka has been grounded in care. We care and we care deeply. Our mission is fuelled by our values, by the legacy we inherited from founders and past members and by the love we all share for our community.

This year, we have continued to provide our services and formed new partnerships with funders and supporters. This is a reminder that no matter what challenges we may encounter, there's always an opportunity and a way to grow. We share this sentiment with our clients - there's always a way through.

In August 2024, our Board members and staff reviewed our strategic plan and set new goals for the next three years. Our focus continues to be on our team wellbeing, strengthening our services, sustainability and growing our capacity in the prevention of family violence. I am humbled by the strides we have made so far and by all the connections we have made with the amazing people and organisations in our community.

Thanks to the Rātā Foundation, we received a grant to help us increase our fundraising capacity, which is opening exciting new avenues for us to source funding. The biggest fundraising initiative will be our first ever gala in September 2025. Our aim is to raise community awareness and highlight the value of our work. This kind of outreach will help us to grow and support more people into safe and secure environments where they can live in dignity and thrive.

It is humbling to witness the growth among our team, their compassion, aroha and ethics are boundless. I love working with a team that is always reflecting on how to improve things and work better for our clients and their families.



This year we celebrate Emillie's five years with Women's Support Motueka. Emillie started in the role of Case Manager and Counsellor and since January 2024 she has shared the senior position with Camille. Emillie is such an asset to our organisation, her values, ethics and heart are an inspiration to us all. Emillie, your aroha, determination and mana shine in everything you do!

This July also marks my fifth-year anniversary with Women's Support Motueka. I began in the role of administrative coordinator and then took up to the manager's position when it became available. I have been blessed with this job and the opportunity it gives me to see support, kindness, and connection shining its brightest. Working alongside such fabulous people is definitely the best part of the role and it gives me strength and belief that we can overcome any challenge.

We farewelled our dear colleague Velia after three years of work with WSM as she moved to Australia with her family. Velia was always a caring professional and a valuable support to many of our clients; we wish her the best in everything she pursues. Following Velia's departure, we welcomed Briah to our team as a Case Manager and Counsellor. Briah brings years of experience working with Women's Refuge in Nelson as a counsellor, she has rapidly become an integral team member and we are thrilled to be working with such a caring and professional person.

This year also marks the fourth year working with our Board members, a fantastic team of six people with huge hearts and love for our community. Michaela, Chantell, Daniel, Linda, Ana and Claudine, there are no words to express our gratitude and appreciation for all the you do for us; you give your time, knowledge and support. We couldn't do what we do without you!

I am also pleased to welcome two new volunteer members to Women's Support Motueka. Lauren and Kate. They both approached us last year to say they wanted to be involved and support our clients by offering yoga therapy and massage for people who live with trauma. It is amazing to hear all the great feedback from the clients that have received your support. We are so humbled by your generosity and care.

As we begin a new chapter, we are excited for the opportunities and connections that await us. Our sincere thanks and appreciation to all of the people and organisations in our community that support us, your value and trust in us is invaluable.

Nāku iti noa, nā

Maluz Moreno

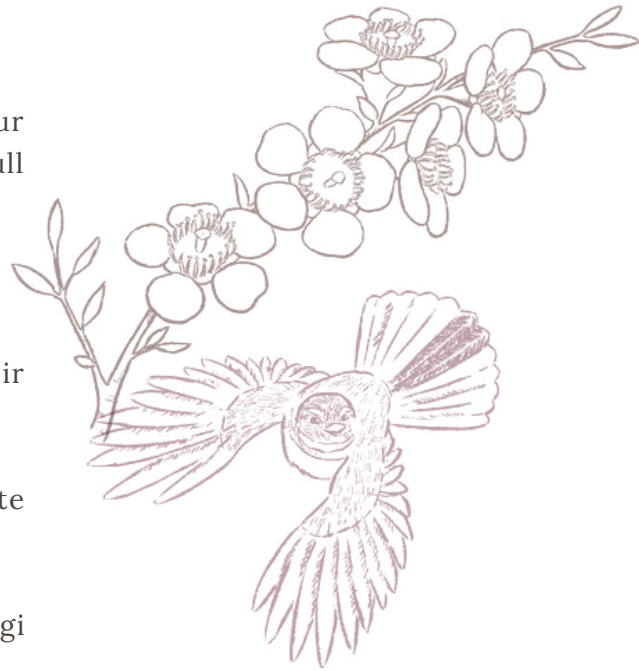
Manager

OUR VISION AND MISSION

Our vision is that all women and their families within our community are safe, well and empowered to meet their full potential.

Our mission:

- To empower women of all ages to recognise their resourcefulness and reach their full potential.
- To increase safety for women and children and promote healthy, non-violent relationships.
- To understand the implications of Te Tiriti O Waitangi and offer culturally appropriate services.



We do this through support, counselling, advocacy, crisis support service and community mobilisation.

OUR VALUES

Our services and work are Supportive, Accepting, Sustainable, Authentic, Culturally Responsive and informed by our commitment to Equity.

Supportive – We offer care, support and advocacy for all our clients to help promote their safety and wellbeing.

Respecting – We accept our clients as they are, no matter their background or experiences and respect them as whole people.

Sustainability – People are at the centre of our organisation. We look after the wellbeing of our staff so our clients can continue to rely on us. We work with our clients' strengths so they can grow and thrive in their lives. Financial stability and sustainability are a priority within our organisation to ensure we can continue operating long-term.

Authenticity – We are open and honest with clients, each other and other agencies, working from a values base and striving for continual improvement in our practice.

Culturally responsive - We support clients in their Tino Rangatiratanga. We recognise and value a person's uniqueness and their personal context and cultural perspectives. We actively seek to ensure our services are culturally appropriate for all our clients.

Equity - We acknowledge the existence of structural oppression on the basis of race, class, sexuality and gender. We operate in a way that is intersectional and ensures accessibility of our service for all women in our community.

OUR STRATEGIC GOALS 2024-2027

1. We offer a wide range of unique and culturally responsive services that aim to empower our clients and ensure they are safe and supported.
2. We offer education and prevention programmes and inspire community mobilisation and contribute to community capability.
3. Our organisational systems and structures are clear and well understood by our staff, volunteers and board members. We support each other to do our work safely.
4. Our organisation is financially sustainable providing security for staff and clients and enabling our organisation to grow and thrive.
5. The wellbeing of our staff, volunteers and board members is a priority. MWSL ensures a healthy work environment and a supportive organisational culture.



OUR IMPACT

SUPPORT SERVICES

Our dedicated team of Case Managers, Camille Paris, Emillie MacRitchie, Velia Chambers, Leah Kainuku, and Briah Laird (who joined in May 2025), continue to provide compassionate support to women and families in need. Between July 2024 and June 2025, we received a total of 465 referrals for our services, with 302 of those stemming from Police call-outs. While this represents an approximate 14% decrease in referrals compared to the previous year, it's important to note that 87% of women do not report family harm to Police in NZ[1]. This statistic serves as a constant reminder of the importance of raising awareness about our services and the need for ongoing community engagement.

Although we've seen a reduction in the number of referrals, the complexity of the cases we handle has continued to grow. Many of the women we support face intersecting challenges such as mental health issues, housing instability, job insecurity, substance use, and social isolation. For some, childhood trauma has escalated into further violence in adulthood, often at the hands of intimate partners. Others seek guidance on leaving harmful relationships, navigating parenting and protection orders, or rebuilding their lives after violence.

Our senior case managers actively engage in the weekly Safety Assessment Meetings, where Police, Oranga Tamariki, Ministry of Social Development, Te Ara Poutama - Corrections, Te Whatu Ora, Kainga Ora, and RISE collaborate to assess all referrals coming from Police, including those identified as high risk, coming from other referral sources. These meetings ensure thorough case reviews and safety planning, holding the whanau at the heart of every decision. This multi-agency collaboration is a powerful example of our holistic approach to safety and well-being.



465 referrals received for support service.
302 referrals from Police.

[1] Fanslow, J., Malihi, Z., Paine, S., & Robinson, E. (2021). Women's experiences of family violence reporting to police: A New Zealand community survey. *Journal of Interpersonal Violence*, 36(23-24), NP12663-NP12687. <https://doi.org/10.1177/0886260519888525>

This year, we'd like to highlight some of the invaluable feedback we've received from those we've supported. Their words continually remind us of the profound impact our services have, not only in providing immediate assistance but also in empowering individuals to rebuild their lives

“

“I loved your service it helped me a lot, I had just bottled all my struggles and held on to all my past emotions and things I had been through, and it helped talking about them all and letting them all out and getting strategies to help me when it does get tough. I recommend your service to any of my friends 🍷”

“

“Amazing service provided. A friendly listening ear with just the perfect amount of advice and guidance.”

“

“Amazing group of ladies, I had no idea how or what I should be doing regarding an abusive ex. I'm so grateful and I hope that they are always going to be able to help a women in need...”

“

“Open and honest, a safe space to feel seen to ask for guidance to move forward with care in the understanding of what needs to be done.”

“

“I greatly appreciate the support I have received particularly from Camille, Leah, Velia and Emillie. Without their support and care I wouldn't be able to be the amazing person I am today. They helped me see what I cannot change and gave me the strength to change what I can with which I will continue to do so. I am forever grateful to them. Thank you.”

“



COUNSELLING SERVICE

Throughout the year, our dedicated counsellors, Camille Paris, Emillie MacRitchie, Velia Chambers, Leah Kainuku, and Briah Laird (joining in May 2025), provided counselling to 48 clients, with 40 successfully completing their interventions. In total, 223 hours of counselling were delivered.

While this represents a slight decrease compared to the previous year, this is largely due to staffing transitions and occasional capacity constraints. However, we continue to exceed our funding expectations, which currently support 26 families, and remain committed to delivering exceptional service despite these challenges.

Our Counselling Service offers both medium-term therapy and long-term healing and prevention, designed to foster meaningful change. By helping clients recognise patterns of power and control in their lives, we support them in making sustainable, long-term changes and setting personal goals. For those unable to attend in person, we offer flexible online counselling as an alternative.

Feedback from our clients continues to highlight the need for additional sessions, and we recognise that increasing session availability would significantly benefit their progress. We are actively seeking new resources to expand our capacity and better serve our community in the long-term.

Our service is highly regarded within the community, and we work closely with other providers who refer clients to us. Many of our clients self-refer, often sharing that they were recommended by others who had positive experiences with our service.



48 CLIENTS

received intervention
through our Counselling
Service.

223 HOURS

of counselling
provided.

COMMUNITY ENGAGEMENT

Our Community Engagement Coordinator, Mikayla Cahill, has led the development of a family violence prevention programme informed by insights from the 2023 Community Readiness Study. The programme has made significant strides in raising awareness of services available to those affected by family violence. Thanks to a recent grant, we are launching an awareness campaign aimed at increasing the community's awareness of local agencies and enhancing collaboration in the family violence, sexual violence, and elder abuse sectors, ensuring clear referral pathways. Partners in this initiative include Women's Support Motueka, RISE-Living Safe, SASH, Age Concern Nelson-Tasman, Whakatū Refuge Trust, and The Male Room.

We also secured funding to expand our Understanding Trauma and Dealing with Disclosures of Family Violence workshops, which now reach barbers, hairdressers, and bartenders. This expansion builds on Mikayla's earlier work delivering the workshops to social services and government agencies, empowering community members to respond with care and compassion to disclosures while also looking after their own wellbeing.

A key achievement this year was receiving a grant from the Top of the South Community Foundation to support our Youth Outreach Programme and the Youth Influencers Campaign. In response to a need identified by guidance councillors at

Motueka High School, we are establishing a student-led advisory group to help shape a respectful relationships programme based on students' needs. This initiative will bridge the gap between mandatory relationship education in Year 10 and students' transition out of school, while contributing to awareness campaigns.

Mikayla has also been invited to join a strategic working group focused on developing a regional strategy to prevent family and sexual violence in Te Tau Ihu. This group, consisting of key regional stakeholders, will create a cohesive and sustainable violence prevention plan, building on the national Te Aorerekura strategy.

Exciting times lie ahead as we continue to build capacity and deepen our community's involvement in violence prevention.



EVENTS AND COMMUNITY SUPPORT

Throughout the year, we've been fortunate to receive an outpouring of support from local businesses, volunteers, and community organisations. These partnerships have allowed us to offer a range of events, services, and resources that directly benefit the women and families we serve. From festive celebrations to fundraising initiatives and ongoing community support, we're deeply grateful for the collective efforts that help us continue our mission of empowerment and healing.

Christmas Support and Gifts

Thanks to the generous donations we received, we were able to purchase Christmas gifts for our clients. Additionally, Motueka Community House kindly donated Christmas food hampers, bringing extra joy and support to our clients during the festive season.

Zumba Fundraiser in February

In February, we held our first-ever Zumba fundraiser, supported by the incredible Emma Paaka and her vibrant Zumba community. Thanks to their generosity and enthusiasm, we raised over \$1,200 - enough to cover the full counselling journey for two women in our community. We are deeply grateful to all the individuals and businesses that contributed to this event. It was a resounding success, and we look forward to more Zumba events in the future!



Above: (left) Christmas gifts for our clients and (right) group photo after our Zumba fundraiser.

International Women's Day – 8th March

On the 5th of March, we invited both current and past clients, along with community agencies, to join us in celebrating International Women's Day. This event offered a wonderful opportunity to connect with other services and engage with our clients in a relaxed, welcoming environment. The morning tea was a beautiful way to celebrate the strength and resilience of women in our community while fostering a sense of belonging and solidarity.



Above: photos from our morning tea to celebrate International Women's Day.

Wellbeing Services: Yoga, Mirimiri, and Massage Therapy

Throughout last year and continuing into this year, we have offered a range of wellbeing services to support our clients' physical and emotional recovery. Our yoga classes have provided a calming space for clients to find balance and relaxation. These sessions are complemented by mirimiri (Māori massage), which offers both physical and emotional healing. Additionally, we provide trauma-focused massage therapy, helping clients release stress and trauma stored in the body.

Support from the Rapid Relief Team (RRT)

The support we receive from the Rapid Relief Team has made a significant impact on our ability to provide immediate relief to clients facing crisis situations. Many clients, experiencing ongoing challenges from family violence, housing instability, and financial stress, have benefited from the emergency food boxes we receive. These donations offer vital support, particularly for those who miss out on other food services, ensuring they don't go without in times of need.

Good Bitches Baking (GBB)

Another wonderful organisation spreading kindness is Good Bitches Baking (GBB). Each Monday, a group of volunteers from GBB delivers delicious baked goods to our office, often accompanied by handwritten messages of encouragement. Many of our clients, who have little time to bake for themselves, truly appreciate the thoughtful gesture and enjoy taking home treats for themselves and their whānau.



Above: (left) Rapid Relief Team generous food boxes and (right) Easter cupcakes made by the lovely volunteers at Good Bitches Baking.

Winter Warmers for Tamariki

We were grateful to receive over 80 sets of pyjamas, along with winter warmers and blankets, generously donated by the Kindness Collective and The Warehouse. These gifts have helped keep many tamariki warm and comfortable throughout the winter months. To extend the reach of this kindness, we shared the remaining items with Family Start and Te Piki Oranga, supporting even more whānau in our community.



Left: Maluz and the team at The Warehouse Motueka with the donated pyjamas.

ENHANCING ACCESSIBILITY AND INCLUSION

Thanks to the accessibility grant we received, we've made significant improvements to our services, ensuring they are more inclusive for everyone in our community. The grant allowed us to enhance our website, making it more accessible for everyone. Key improvements include clearer navigation, readability, and updating buttons and graphics for improved responsiveness. In addition, we were able to build a much-needed ramp outside our support office, improving physical access for clients.

As part of our commitment to inclusive services, Mikayla and Maluz also participated in the Beyond Barriers training, which focused on creating disability-inclusive family violence and sexual violence services. This training has equipped them with the knowledge and tools to better support individuals with disabilities who experienced family violence. It is our commitment that our team continues to up-skill in this field.

Our Community Engagement Coordinator also created two sensory toy baskets for use in our support and counselling rooms, helping to create a calming environment for clients, particularly those with sensory needs.

Sensory regulation and grounding can be used to calm heightened emotions, regulate after dissociating, or focus during difficult conversations. The toys were chosen specifically to be easy to take care of, quiet, and non-messy, so they can be used in the context of support and counselling. There are a range of different sensory toys and random household items to spin, twist, stretch, watch, and hold, ranging from fidget spinners to make-up brushes and hair ties! Each bowl comes with 18 sensory items and a brochure detailing where you can find each item. On the back of the brochure is a karakia for regulation.

These initiatives are a testament to our ongoing commitment to accessibility, ensuring that all clients, regardless of their needs, feel welcomed, supported, and empowered.



Above: Newly built ramp by our support office.



Above: Sensory toys carefully selected by Mikayla for our support and counselling rooms.

OUR PEOPLE AND ORGANISATION

Board members

Michaela Lobban – Chairperson
Chantell Bramley – Secretary
Daniel Bulman – Treasurer
Linda Beatson – Board member
Ana Kelly – Board member
Claudine Dupuy – Board member
Gaile Douglas – Honorary Life Member



Staff

Maluz Moreno – Manager
Camille Paris – Senior Case Manager and Counsellor
Emillie MacRitchie – Senior Case Manager and Counsellor
Velia Chambers – Case Manager and Counsellor (finished working in May 2025)
Leah Kainuku – Case Manager and Counsellor
Mikayla Cahill – Community Engagement Coordinator
Briah Laird – Case Manager and Counsellor (began working in May 2025)

PROFESSIONAL DEVELOPMENT AND NETWORKING

Our team remains dedicated to ongoing professional development, regularly undertaking training in essential areas such as family harm dynamics and risk awareness, trauma-informed practice, safeguarding and child protection, disability-inclusive family violence and sexual violence services, impacts of intimate partner abuse on children, internal family systems approaches, systemic trauma in couples therapy, and comprehensive first aid. To support reflective practice and skill growth, all staff participate in monthly individual and group supervision sessions.

Collectively, we engage in a range of conferences, community hui, and collaborative initiatives that strengthen sector networks and promote knowledge sharing. These include attending the TOAH-NNEST Sexual Violence Conference, the Community Connections Hui organised by Oranga Tamariki, and other regional training events and forums that enhance our capacity to respond effectively to complex client needs.

Our support team also participates in Whitiwhiti Korero, a collaborative case management model where we work closely with other family harm agencies in the Motueka area. In August 2024, we met with Otago University medical students to discuss the far-reaching impacts of trauma and family violence, as well as other pressing community issues. Mikayla has attended monthly Tū pono Haumanu hui, a group dedicated to restorative systems change, active collaboration, deep discussion, and whakawhanaungatanga.

Additionally, our Manager, Maluz, continues to chair the Whangaia Ngā Pā Harakeke Operational Working Group, which oversees the SAM Tables in Whakatū and Motueka since May 2024. We are proud to be members of Motueka Safe Families core group, Te Ohaakii a Hine – National Network Ending Sexual Violence Together, Social Services Providers Aotearoa (SSPA), and Te Kupenga Whakaoti Mahi Patunga.

LEGAL STATUS AND ACCREDITATION

Motueka Women’s Support Link (also known as Women’s Support Motueka) is an Incorporated Society since 1995 and is registered with the Charities Commission – registration number CC34846. WSM holds a Te Kāhui Kāhu – Social Services Accreditation Level 2. The next audit is due in 2025.

We are members of Te Ohaakii a Hine – National Network Ending Sexual Violence Together, Toah-Nnest and Social Service Providers Aotearoa, SSPA and we are a provisional member of Te Kupenga Whakaoti Mahi Patunga.



OUR SUPPORTERS AND DONORS

We sincerely appreciate the ongoing support and trust of our donors and partners. Your commitment is the foundation that enables us to provide vital services and drive meaningful change in our community. We are also pleased to welcome new funding partners and are excited by the fresh opportunities their involvement brings.

As we move forward, we remain resolutely focused on ensuring our services are accessible and sustainable, while actively developing innovative programmes and initiatives aimed at preventing family violence at every level. Together, with the unwavering support of our community, we are creating safer, stronger futures.

Ngā mihi whakawhetai ki a koutou katoa
Sincere thanks and appreciation to you all

- Ministry of Social Development
- Rātā Foundation
- Lotteries Commission
- Top of the South Community Foundation
- New Zealand Community Trust
- Pub Charity Ltd
- Strathlachlan Fund
- Community Organisation Grants Scheme
- Police Managers' Guild Trust
- John Ilott Charitable Trust
- The Good Bitches Baking
- Tasman District Council
- Abel Tasman Educational Trust
- Emma J Paaka and Zumba community
- Motueka Community Store
- Riverside Community
- Rapid Relief Team
- Tai Chi Motueka
- Motueka Red Cross
- Tasman Canvas Limited
- Rock Ridge Farm
- Glasgow Harley Lawyers
- The Kindness Collective
- The Warehouse Motueka
- Private and individual donations

Tēnā rawa atu koe
Thank you very much

ANNUAL REPORT

July 2024 to June 2025

Ehara taku toa i te toa
takitahi, engari he toa
takitini

My strength is not
mine alone, but from
the strength of others



Women's Support
MOTUEKA