

# (Kenny, K., 2017)

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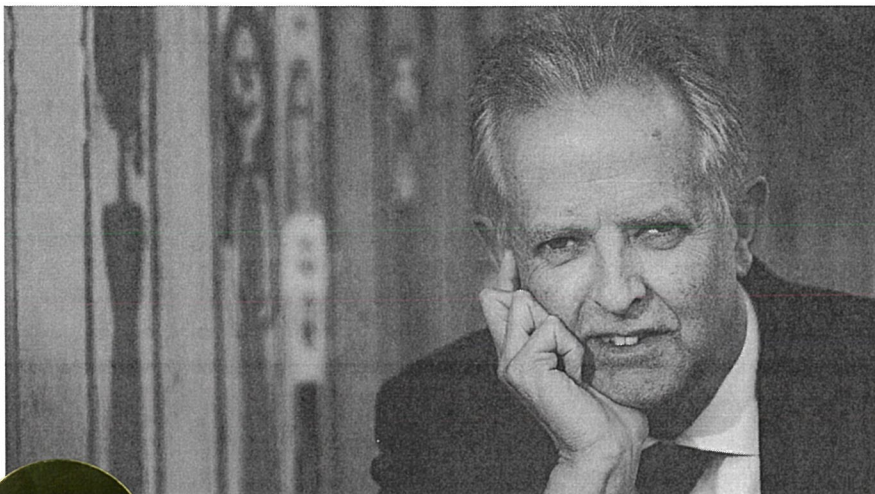
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## Ministry for Vulnerable Children is changing its name, again

Katie Kenny · 19:24, Oct 30 2017

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Becroft, Children's Commissioner, has campaigned from the beginning for a name for the new state care agency.



Children's Commissioner Andrew Becroft says removing the word "vulnerable" from Ministry for Vulnerable Children Oranga Tamariki is a "good sign" from the new Government.

Q Minister for Children Tracey Martin announced the new name in a tweet, saying: "I have just been sworn in as the Minister for Children. Not Vulnerable but all children."

However, former Social Development Minister Anne Tolley said the rebranding would only force more costs onto the new Ministry, when its focus should be on ensuring better lives for New Zealand's most vulnerable children.



ASHTEN MACDONALD/STUFF

NZ First MP Tracey Martin has been named the new Minister for Children.

"I have always said that the Ministry's name makes little difference to any child in foster care, or child who is living in a dysfunctional or violent home," she said. "They just need help and support to be loved and nurtured."

**READ MORE:**

\* **Faces of Innocents: Planned 'Ministry for Vulnerable Children' labelled "stigmatising" and "cripplingly disappointing"**

\* **Who named the Ministry for Vulnerable Children, Oranga Tamariki?**

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P The new Ministry took over from the chequered Child Youth and Family in April this year. But *Stuff* revealed its name in July last year, prompting backlash from those who worked in the sector and found the name "disappointing" and "entirely negative".

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National MP Anne Tolley set lofty target for the Ministry of Vulnerable Children during her time as Social Development Minister.

**Dan** @danxduran · Oct 26, 2017  
 @TraceyMartinMP Hi Tracey - any truth in the reports regarding the name change for Oranga Tamariki? Tried calling, no answer

**Tracey Martin** ✓  
 @TraceyMartinMP

I have just been sworn in as the Minister for Children. Not Vulnerable but all children.

1:04 PM · Oct 26, 2017

7 See Tracey Martin's other Tweets

Prime Minister Jacinda Ardern, as Labour's Children's spokeswoman at the time, criticised the name and said labelling kids "vulnerable" was "stigmatising".

Jeff Sanders, chief executive of Barnardos, the country's leading provider of children's services, had said the revamped agency needed an "aspirational name". In light of the proposed update this week, he said: "A name is important, as it sends a strong signal about what a public sector agency stands for and who it's there for.

"At the time that Oranga Tamariki was being set up, Barnardos advocated for an aspirational name. What we're keen to see now is a focus on Oranga Tamariki being an agency that is there for all children, and we'd be supportive of a name change to reflect that, and one that will be enduring for all of New Zealand's children."

Becroft campaigned for a different name, saying "we need a name that is hopeful, visionary and positive. In the jargon of the day, an 'aspirational' and not a 'deficit' name".

Tolley stuck by the name, describing the transformation project as a "once in a lifetime



opportunity".

Speaking on the issue today, Becroft said: "It was crystal clear, as far as I could tell, in terms of a public-facing name, it seemed like no New Zealanders were supportive of that name ... We refused to use the English name, we've only ever called it Oranga Tamariki.

"I said at the time I hoped the English formulation would wither on the vine, and it has, and I think that's an entirely positive step."

Children and young people told him they didn't like the name, he said. "The last thing they wanted want to be called vulnerable ... The United Nations Committee for the Rights of the Child even said it was an inappropriate name."

While the real test for the new organisation would of course be the quality of front-line social work and practice, it was wrong to dismiss its name as inconsequential, he said.

"You could ask what's in a name, but names are still important in forming underlying assumptions. They're symbolic."

Ardern, through a spokesman, declined to comment today when asked about the rebranding.

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Planning	Carpet, Flooring and Timber
Window coverings	Blinds
Heating / Cooling	Ceiling fans, Gas bottled
Electrical	TV aerial, Resealed (partially resealed)
Chattels remaining	Blinds, Fixed floor coverings, Light fittings, Rangehood, Dishwasher, Burglar Alarm, Smoke Detector, Stove with Gas Hob, Fans x2, TV Aerial
Kitchen	Modern, Dishwasher, Sinks, Upright stove, Rangehood, Gas bottled, Pansy and Finished in Laminite
Living area	Separate dining, Separate living
Main bedroom	Double and built in wardrobe
Ensuite	Bath, Separate shower
Bedroom 2	Double and built in / wardrobe
Bedroom 3	Double and built in / wardrobe
Main bathroom	Separate shower, Exhaust fan, Heater
Entrance	Into Lounge
Laundry	Separate
Workshop	Combined
Views	Urban, Rural
Aspect	NORTH
Outdoor living	Entertainment area (discovered), Cladded, Garden, BBQ area, Deck / patio



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