



Media Release

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Early Investment Critical for our Vulnerable Children

The National Council of Women NZ (NCWNZ) has welcomed the new campaign “1000 days to get it right for every child”, which was launched today by coalition group Every Child Counts.

NCWNZ President Elizabeth Bang said, “The campaign highlights the importance of adequate public investment in a child’s early years.

“New Zealand’s current level of public investment in this area, when compared with other OECD countries, is not only embarrassingly low, but completely ineffective.

“We are pleased that the campaign is drawing attention to these issues, which need to be high on the political agenda. We strongly urge the Government to take notice.”

The campaign was sparked by a report by economic consulting group Infometrics which considered the economic cost of low public investment at this critical developmental stage. It found that the cost of resulting poor child outcomes is approximately three percent of GDP (around \$6 billion). This figure represents expenditure on public health, welfare, remedial education, crime and justice.

She added, “This potentially avoidable economic cost is significant, even before you consider the social costs.

“As well as measuring the first three years of a child’s life, 1000 days also neatly links to the length of a parliamentary term.

“I would urge Members of Parliament to work hard to achieve cross party accord so that real progress can be made. By doing so, everyone will benefit.”

NCWNZ is a long established not for profit organisation whose objective is to improve the status, quality of life and well-being of women, their families and the community.

ENDS

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