

Generational Plan | 2050

Moemoeā / vision

Imagine an Aotearoa New Zealand **where all children thrive** because we've built a country that **puts children first**.

By 2050,

- **Every child is safe, loved, and valued** – with their basic needs met and their potential fully supported, no matter where they start in life.
- **Every child has a strong sense of belonging** – connected to whānau, culture and whenua, with their identity celebrated, their voice heard and their mana upheld.
- **Every child grows up with whānau and communities** who have the agency, resources, and support to shape the decisions and systems that affect them.
- **Every child can be happy, have fun, and feel connected** – with friends they trust, opportunities to learn, play and explore their interests, and support for their mental health and wellbeing.
- **Every child is surrounded by systems that work together** – investing early, preventing harm, and thinking long-term, so today's children and the children they raise can flourish.
- **Every child is treasured as taonga** – by whānau, by communities who share the joy and responsibility of raising them, and by a nation that takes collective pride and responsibility for their wellbeing and future.

This is the Aotearoa New Zealand we're building with our children.
For our children.
For their children.
For all of us.



We can do this, together

Building an Aotearoa New Zealand where every child thrives is possible. It will require:

- courage and bold action
- leadership that looks beyond three-year cycles
- commitment to long-term solutions
- cross-party agreement that puts children first.

Decisions made for children today shape lives, communities, and the nation for decades to come. While political terms are short, their impact is not. **No single organisation or government can do this alone. But together, we can.**

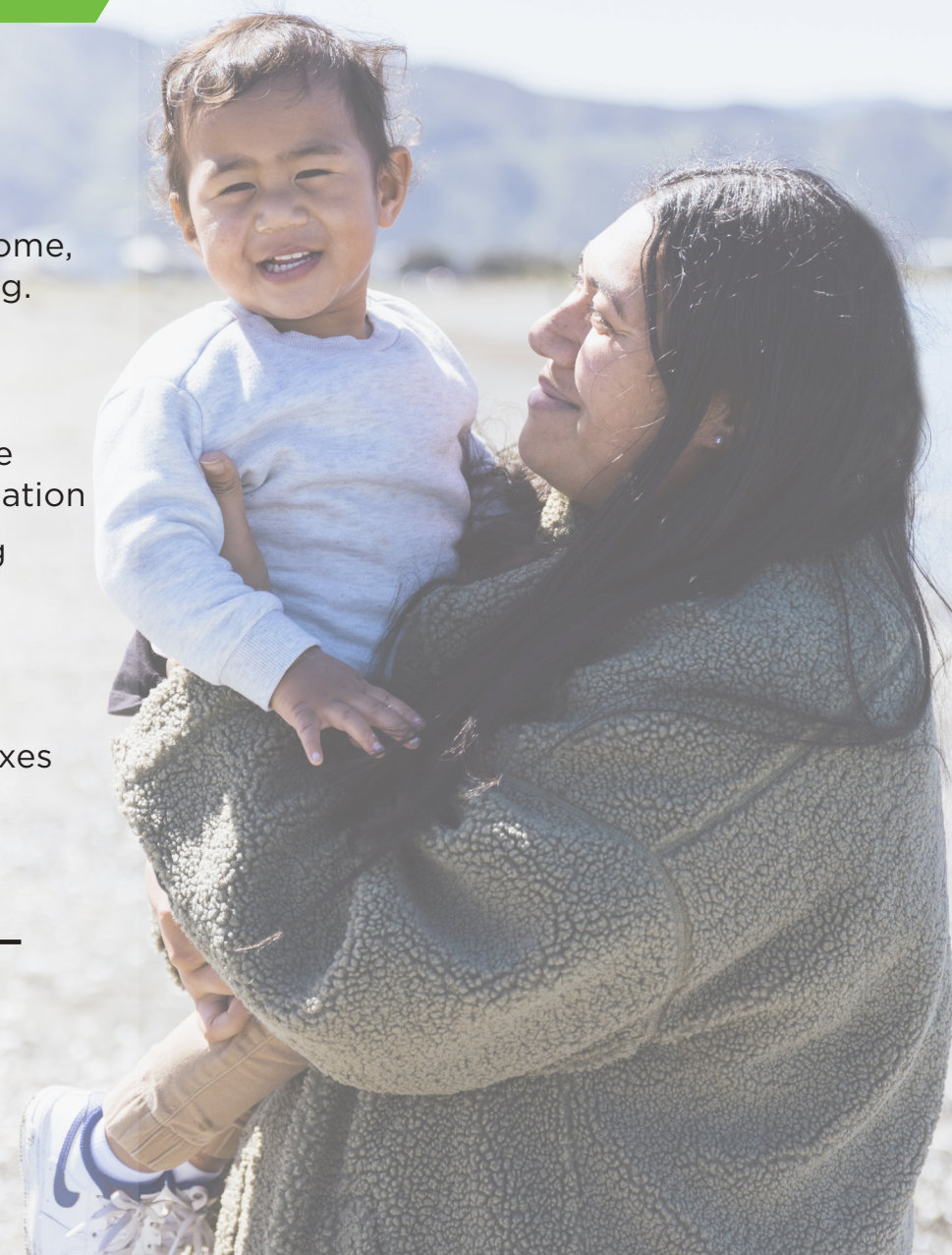
Our solution: a Generational Plan

We believe Aotearoa New Zealand needs a Generational Plan for children – a long-term, cross-sector and cross-party commitment that puts children at the centre and drives lasting, systemic change across housing, education, income, care, early learning, health and whānau wellbeing.

- A commitment to long-term, meaningful focused on all children thriving
- A coordinated framework that addresses the issues affecting children together, not in isolation
- A child-first lens in national decision-making
- A plan designed for generational impact – with outcomes measured over decades, not election terms.

This is our chance to move beyond short-term fixes and election cycles, and instead build a shared, enduring pathway for children to thrive – now, and for generations to come.

This is not about replacing existing strategies – it is about aligning and sustaining them within a shared, long-term national commitment to children.



Why this matters for all of us

When children thrive, so does Aotearoa New Zealand. Investing early and consistently in children reduces long-term harm, strengthens communities, and builds a healthier, more productive society.

The cost of inaction is carried for generations — in poorer health, fractured communities, and missed potential. A Generational Plan is not just an investment in children; it is an investment in the future strength of our nation.

The problems

Too many children in Aotearoa are carrying heavy loads — poverty, housing instability, family violence, trauma, inequity and mental distress — through no fault of their own. These challenges are deeply connected, often intergenerational, and cannot be solved in isolation.



1 in 7 children grow up in a violent home



1 in 8 children live in material hardship

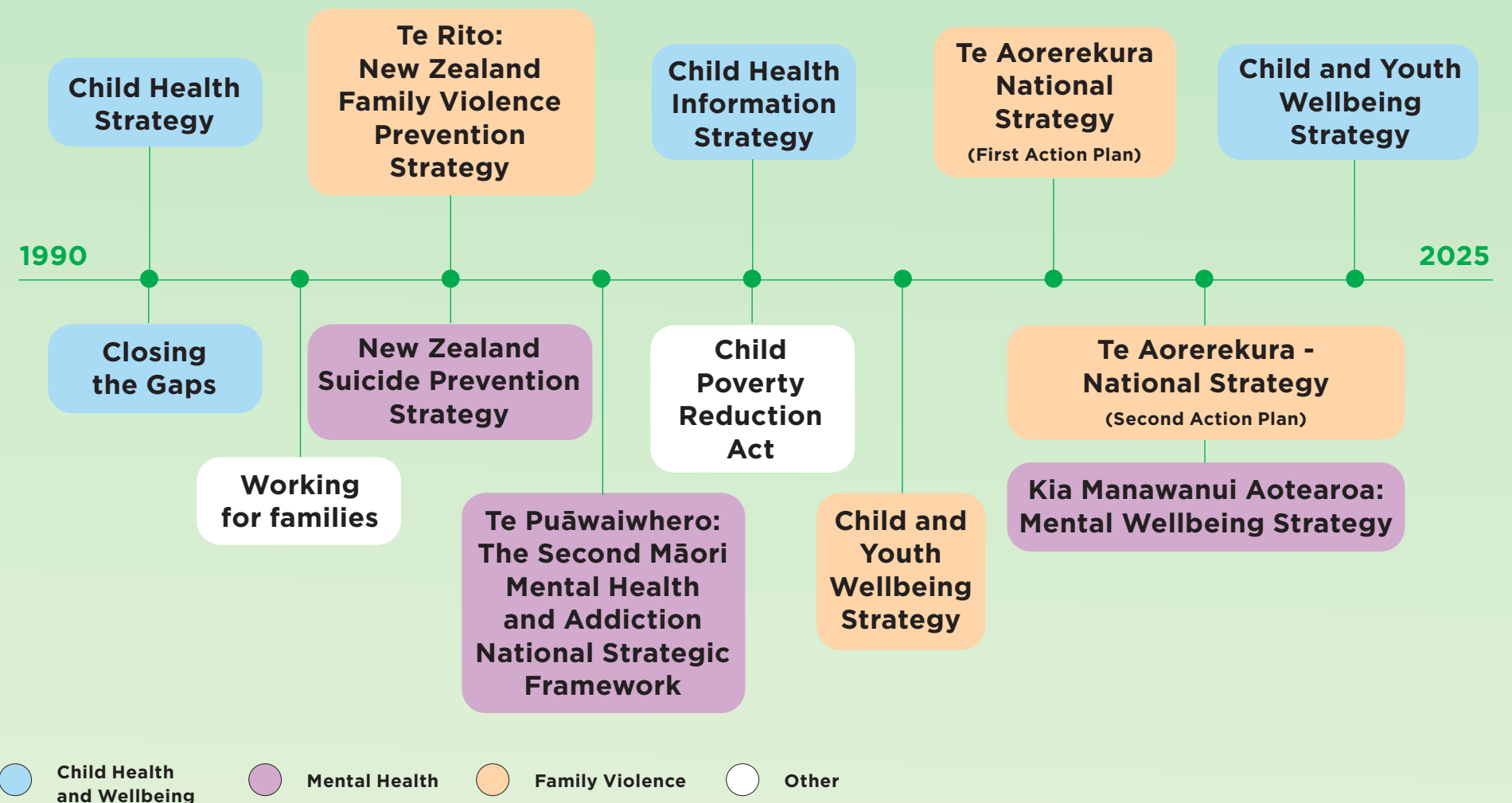


Outcomes for children in poverty, care, or unsafe homes remain unchanged over decades



What looks like a single issue for a child is almost always many — layered, connected, and shaped by experiences passed down through generations. That's why no single service, policy, or election cycle can deliver lasting change on its own.

A generation of very good plans and strategies



Over successive governments, we've seen strategies, pilots and reforms — many well-intentioned — but the dial for children has not shifted.

About Barnardos Aotearoa

Barnardos Aotearoa is New Zealand's largest children's charity, working alongside tamariki and whānau so every child has the opportunity to thrive, no matter their circumstances.

We support more than 30,000 tamariki, rangatahi and whānau each year through an integrated approach spanning early learning, social and community work, care services, our What's Up counselling helpline, and advocacy.

