

ANNUAL REPORT 2019



25

PlunketLine

Our vision, goals, strategic themes & Māori principles

OUR VISION

Whānau āwhina

In the first 1000 days we make the difference of a lifetime

OUR GOALS

Healthy tamariki – We make sure every tamariki/child has the opportunity to be as healthy and well as they can be.

Confident whānau – We build the confidence and knowledge of whānau/families across New Zealand.

Connected communities – We make sure no whānau/family is left isolated, disconnected or unable to cope.

OUR STRATEGIC THEMES

Tamariki, their whānau/family and communities are at the heart of everything we do.

High performing Plunket people.

Integrated, collaborative and connected approach.

Plunket is a learning organisation fuelled by knowledge, data and insights.

A bright financial future.

OUR MĀORI PRINCIPLES

Mana Atua – Mana Atua is the most important foundation pillar, enabling Māori to reconnect to the source of creation, based on their realities as tangata whenua. The disconnection of tangata whenua from their Mana Atua (resulting in a state of Wairua Matangaro) is a source of 'haumate' (unwellness).

Mana Tūpuna – Acknowledging the ancestral dimension, a person's connection to their ancestry through whakapapa (genealogy).

Mana Whenua – Mana Whenua recognises the physical, spiritual and emotional connection to the land. This includes forests, swamps, pā sites, rivers and other geographical entities, elements each in their own right able to define a person's tūrangawaewae (place of identity).

Mana Tangata – Acknowledges the realities of whānau, hapū, iwi, marae, waka, from whom tangata whenua inherit their natural qualities, gifts, skills and abilities through one's ancestry. Mana tangata acknowledges the self, and those connected to the self through whakapapa.



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From our Board Chairperson

The past year has seen a government commitment to addressing inequities in the health and wellbeing of Aotearoa New Zealand's tamariki and whānau. This acknowledgement of the need to create a society where all children get the best start is strongly supported by the Plunket Board.

Evidence shows that getting things right for children in their first 1000 days ensures better health and wellbeing outcomes later in life. The first 1000 days lay the foundations for health, growth and neurodevelopment.

This year the Plunket Board acknowledged the need for Plunket to do more in assisting whānau and promote optimal development. We also stressed the need for greater government investment in young children, because improving the health and wellbeing of all tamariki is fundamental to our future.

Our nurses are invited into the homes of more than 85% of newborns each year. This is unique, and it is critical to have support in place and work alongside whānau in those early years. In our submissions on the Child Poverty Reduction Bill, Mental Health Inquiry and more recently the Child and Youth Wellbeing Strategy, we have consistently stressed the importance of early intervention for improving health outcomes for tamariki and whānau.

I would like to thank our Board and leadership team for their commitment to prioritising the health and wellbeing of Māori whānau. We will ensure we have the people and infrastructure to meet the changing and diverse needs of whānau. Supporting whānau in new and flexible ways is a cornerstone of our journey to transform our organisation.

We will work with whānau to demonstrate that Plunket understands them and can work alongside them to be confident parents, supporting healthy tamariki and making strong connections within their communities.

We will continue to be a voice for tamariki and whānau who are not always able to speak for themselves. We will achieve this through working increasingly with local iwi and other Well Child Tamariki Ora providers to deliver services to those who need us most.

There's a long way to go, and we're committed to achieving outcomes for whānau we can all be proud of.

Investing to support Plunket

Plunket has been through a period of significant investment; investment needed to ensure Plunket had the capability and infrastructure to support future social and technological change.

At the same time, Plunket faced a reduction in real term funding across its major Well Child Tamariki Ora contract and other contracts, and increased costs to deliver our services put Plunket under considerable financial pressure. This resulted in the need to undertake a programme of large-scale cost reduction to ensure a secure financial future.

We have made significant progress in improving our financial position, recording a positive cash surplus of over \$1 million for this financial year.

We are working with our funders and other supporters to secure the level of income we need to ensure we are able to continue delivering our services to whānau in the long term.



I want to acknowledge our staff and volunteers who continue to place the families we support at the centre of everything they do. They are the heart and soul of our organisation and stories they share of the work is what drives us to do better for whānau.

Thank you also to our partners, supporters and donors, as well as the numerous funding agencies, for without you we could not provide those additional services in communities that support tamariki and whānau.

Lastly, a special thank you to Andrée Talbot, who as former President of Plunket knows all too well the work that goes into supporting Plunket volunteers and has generously ensured that this will continue with the establishment of the Andrée Talbot Fellowship.

Ngā manaakitanga

Christine Lake, Board Chairperson

From our Chief Executive

**Ko Aoraki tōku Mauka
Ko Waihao tōku awa
Ko Tākitimu tōku waka
Ko Kāti Huirapa tōku hapu
Ko Waihao tōku marae
Ko Kāi Tahu tōku iwi
Ko Amanda Malu tōku ingoa**

This year has marked an important step forward in our journey towards generational change for our tamariki and whānau in Aotearoa New Zealand.

Since visiting the birthplace of Plunket – Whānau Āwhina last year and reconnecting with our whakapapa, we are committing to play a bigger role in changing some of the systemic issues facing tamariki and whānau.

This year the Plunket Board acknowledged our obligation to work more closely with Māori to improve Māori health outcomes. We have embarked on a significant programme of mahi (work) that will help address some of the inequities faced by Māori whānau in our health system.

The Plunket service all New Zealanders know and love will still be available to everybody – but it might be available in different ways and will be flexible enough to respond to every level of need.

We have several innovative programmes where our services have been co-designed alongside whānau to be more responsive to their needs. We are committed to building on this and delivering services that address the needs of Māori.

This is Plunket

Our services extend beyond the traditional nursing services, and this has been demonstrated through support provided by Plunket when Christchurch experienced a measles outbreak, followed closely by the tragic events of March 15.

During this time supporting families and colleagues was at the forefront of our minds. Plunket people from across the country rallied to support those in Christchurch as they calmly went about their mahi supporting distressed parents and whānau.

This included PlunketLine who are there 24/7, and during this time they managed increased call volumes, made outbound support calls to families and provided back up to national HealthLine services.

It was fitting then to be able to celebrate 25 years of PlunketLine in April with Prime Minister Jacinda Ardern and Associate Health Minister Julie-Anne Genter visiting to acknowledge the role that PlunketLine plays in supporting whānau.

We are using technology to adapt and respond to the changing needs of parents and whānau by offering them the opportunity to connect with one-on-one support. An example of this is our new Wright Foundation funded video conferencing breastfeeding support service.

We continue to respond directly to the needs of families, and have seen a 22% increase in families needing additional support - not just those with increased levels of poverty and deprivation, but also increased mental health issues. This results in a greater need for support services and time spent with families to ensure the best health outcomes.



We are incredibly grateful for the support we receive from our partners, community funding organisations, donors, and regular givers who support us to deliver parenting education programmes, parent groups, home help and other vital services to families.

Over the past 2-3 years, we have achieved ongoing cost saving to ensure we have a sustainable future. However, we cannot continue to absorb some of the increasing costs associated with delivering our Well Child Tamariki Ora service. This year we have been working with the Ministry of Health to identify appropriate levels of funding that match the outcomes we deliver to over 290,000 tamariki.

Through our involvement in the review of the Well Child Tamariki Ora programme, we will take an active role to ensure the voice of the whānau is heard and we can continue to deliver the services that meet their needs.

Ngā mihi nui

Amanda Malu, Chief Executive

This is Plunket

There's nothing else in the world quite like the free service Plunket provides to whānau/families in New Zealand.

As the largest Well Child Tamariki Ora service provider in Aotearoa, our Plunket nurses have contact with more than 500,000 Kiwi families each year, around 2,100 tamariki/children a day – and we see more than 85% of all newborn pēpē/babies in New Zealand (more than 50,000 a year).

Well Child Tamariki Ora visits

Every family in New Zealand is eligible for eight free Well Child Tamariki Ora visits. This includes the B4 School Check (8th visit). These take place in your home or a local Plunket clinic, or community space (preschool, marae).

Your little one's first five visits are due to happen in their first year, when most people find extra support is most helpful.

At these visits parents and caregivers can talk about anything and everything that's top of mind for them: breast or bottle feeding, sleep (or the lack of it), parental mental health, difficult situations at home, tantrums – anything. We're here to help.

ONLINE:

440,545

Website visitors

35,000

Facebook followers

>76,000

views of Facebook chats

Our nurses will also do a health and development assessment with each child to check they're growing as we'd expect. These checks are amazing at picking up any developmental concerns nice and early, so your little one can have the best possible start in life.

As well as the Well Child Tamariki Ora service, Plunket also offers:

- PlunketLine – a free 24/7 parenting and child health helpline, staffed by registered nurses. PlunketLine recently launched an innovative new video conference breastfeeding support service for mums who wouldn't otherwise be able to access support.
- Community services – Plunket delivers a range of mostly free services to support children and whānau, often developed after specific needs are identified by that community (e.g. parent education and support services, migrant support groups, mental health services). These services are delivered by our community services staff, often with the support of our wonderful volunteers, and are funded through fundraising,

partnerships and community grants.

- A strong voice for all matters related to young children, families and their wellbeing. Plunket has recently made submissions on and presented to the Child Poverty Reduction Bill and Mental Health Inquiry, among others.

Making the difference of a lifetime in the first 1000 days

Scientific research shows the greatest social good will be achieved by investing in a child's earliest years.

From brain development to learning physical skills, to secure attachments that help children learn to love and trust others, to speech development and learning self-control - all happen in those first 1000 days.

Plunket is perfectly placed to make a difference in the type of care a child receives in those early years.



Plunket at a glance

WELL CHILD TAMARIKI ORA

>290,000

children seen by Plunket (0-5 years) in 2018/19

~50,000

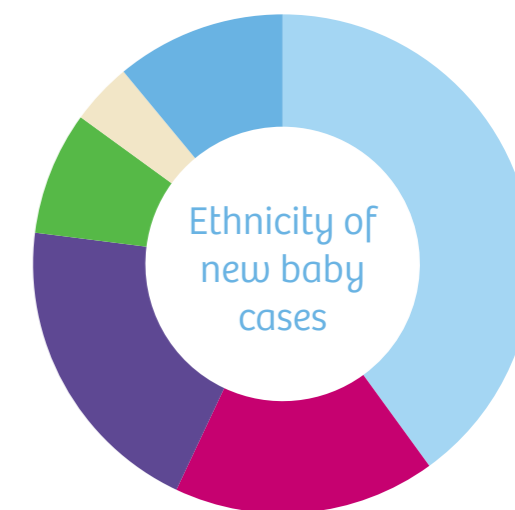
new Plunket babies in 2018/19

>2,100

contacts made with families every day

>28,000

B4 School Checks for 4 year old completed (contracts in Auckland, Waitemata, Counties Manukau, Lakes, Bay of Plenty, Manawatu, Wellington, Hutt Valley and Kapiti)



40% European
17% Māori
20% Asian*
8% Pacific
4% Other
11% Unknown

* Including Indian

No whānau left isolated and unable to cope

Each year Plunket increases the confidence of parents and whānau by providing opportunities for them to connect with other families in their local community. Plunket playgroups, parent support groups and education programmes are all aimed at helping parents connect and feel less isolated.

Last year, around 5,000 families attended at least one session of a Plunket parenting education course (PEPE). These free courses help parents and caregivers gain valuable knowledge about how their child will grow and develop, as well as giving them the opportunity to share stories with other parents.

Feedback from parents attending the six week course is positive, with many saying how much more confident they feel.

Community Service Manager Lisa Bardebes leads a team of highly dedicated community service staff and volunteers in the Central Region (Te Tai Raki: North - Waikato, Taranaki, Bay of Plenty, Lakes and Gisborne) to deliver these and other services to whānau.

Lisa became involved with Plunket as a new mum and began volunteering

because she identified with other mothers and parents who were struggling to adjust to life with a new baby.

She has a passion for supporting parents and whānau and is always looking for new and innovative ways to connect and strengthen local communities, especially for families who are in hard-to-reach locations.

“Our team is committed to helping empower parents and caregivers through education programmes, support groups and injury prevention programmes. No parent should feel alone or isolated, so if we can help them to connect and become more confident that goes a long way to ensuring their tamariki can be healthy too,” says Lisa.

Lisa and her team work closely with local Plunket nurses and health workers, and they collaborate with local organisations to ensure they meet the specific needs of their communities.

“It’s important that we can provide a holistic approach to supporting tamariki, parents and whānau, and sometimes that means we need

to work with other agencies and organisations to do this.”

Like many of Plunket’s community services staff, Lisa’s position is funded through the generous support of donations and community funding.

Lisa says the support Plunket receives from individuals and organisations like the Lion Foundation is critical to ensuring Plunket can create strong parent networks and support positive outcomes for tamariki and whānau across the country.

“I found this programme fantastic. I learnt so much. Those who don’t attend are really missing out.”

“Facilitator has been absolutely fantastic. She made the course very interesting and funny and engaging really well with the mums and bubs. Also, her cookies have been a very nice touch.”

“Just being surrounded by other mums who I knew understood what I was going through – good and tough times.” (parent highlight)



Helping whānau stay safe

For ten years the Southland Seen and Safe programme has been helping reduce fatalities and injuries by talking to whānau with under-fives about road safety.

More than 8,000 children have received a voucher for a helmet and high visibility vest from a Plunket nurse as part of their Well Child Tamariki Ora check at 2-3 years.

“We want to ensure our young people are visible on the roads,” says Kathryn Impelmans, Plunket Injury Prevention Manager in Southland.

Plunket is grateful for the support of organisations like Road Safety Southland, Wensley’s Cycles and The Warehouse who help fund the programme.

Funding from the Invercargill Licensing Trust (ILT) Foundation will ensure another 500 children and whānau are safe on Southland roads.

The Plunket injury prevention team also checked more than 15,000 child car restraints were fitted correctly at roadside clinics across the country.

With New Zealand Police our qualified technicians checked tamariki were in the correct seat for their age and height, and gave advice on using restraints correctly.

“It’s important that children are as safe as they can be when travelling in any vehicle. We aim to help parents by providing information and advice about the correct use of the restraints and when it is time to move their tamariki to a forward-facing seat or booster seat,” says Kathryn.

Injury prevention in the home

Keeping children safe in and around the home is an important part of what Plunket does to support tamariki and whānau.

Working with organisations like ACC and Water Safety New Zealand, we

support whānau to stay safe in the home. Last year we provided more than 40,000 bathmats, along with information and resources about injury prevention at Well Child Tamariki Ora visits.



Early intervention key to supporting mental health

Having a baby can be extremely rewarding but also overwhelming, with about 20% of mothers with young children seen by Plunket assessed as having maternal mental health issues. Plunket nurses are trained to support parents who are experiencing symptoms of anxiety and postnatal distress.

In Canterbury, Plunket is contracted to support families through the Postnatal Adjustment Programme. This free service provides assessment, early intervention and support to women and their families.

“As a society we need to do more to

support these whānau - that’s mums and dads,” says Jacquie Taleni, Clinical Leader at the Plunket Postnatal Adjustment Programme (PPNAP) in Canterbury, who notes about 10% of new dads also experience postnatal depression.

“I’d love to see this programme offered nationally,” said Jacquie, who also supports the Plunket Parent and Infant Relationship Service (PPAIRS) in Canterbury.

More than 1,000 referrals were received by these two programmes.

Jacquie says: “Supporting parents to

establish a bond with their baby is vital to creating a nurturing parent-child relationship and is important for the baby’s brain development.”

Both PPNAP and PPAIRS focus on the relationship between babies and their mothers or primary caregivers. Whānau get involved with the PPNAP programme during pregnancy, and continue until their baby is one. For Māori whānau the programme is available until children are two years old, as the need for support is often not identified by families or health professionals until later.

PlunketLine – 25 years supporting whānau

For parents and caregivers, PlunketLine is there when they need a reassuring voice. This year PlunketLine celebrated 25 years of being the first point of call for more than 100,000 parents and caregivers every year.

PlunketLine has more than 40 registered nurses available 24/7 offering advice and support to parents and caregivers over the phone, on Facebook or via video conferencing. From general parenting, child behaviour and nutrition to questions about unwell children, they're always there.

PlunketLine has been fully funded by the government since 2009. It's a core part of our universal service and is increasingly looking for new and innovative ways to support parents and whānau.

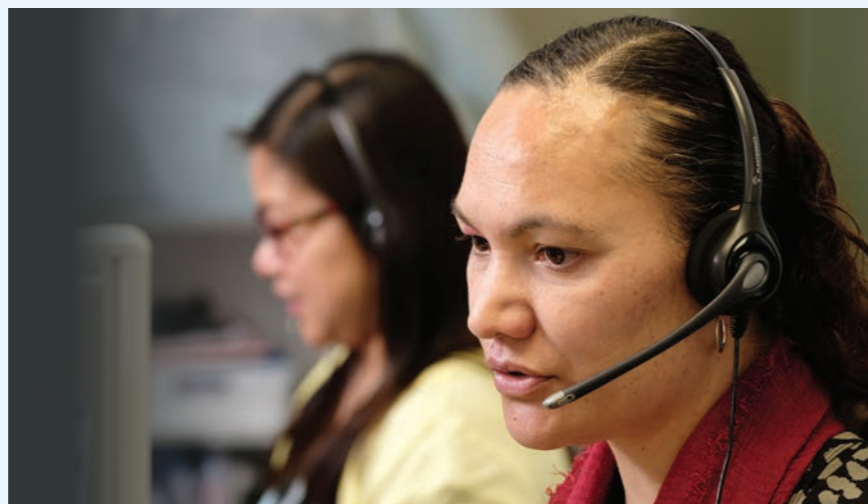
PlunketLine Manager Denise Shera says PlunketLine is providing more support to the Plunket Well Child Tamariki Ora service, following up calls with whānau who need it, whenever they need it.

In November 2018, thanks to the Wright Family Foundation, PlunketLine launched a breastfeeding service via video conferencing with one-on-one advice, supporting more than 255 mothers on their breastfeeding journey.

Fortnightly Facebook chats received more than 76,000 views last year, up 53% on the previous year, as more parents and caregivers look online for trusted parenting information.

PlunketLine is also the place parents turn to in times of need, including most recently the measles outbreaks, when some parents were too scared to leave their homes with unimmunised infants.

PlunketLine Clinical Leader Anne Marie Morris says being able to listen and help parents and caregivers in their time of need is what motivates her team every day.



PlunketLine at a glance

4
locations

>40
registered nurses

22
live fortnightly Facebook chats each year

>76,000
views of Facebook chats

21,000
views of measles Facebook chat in March 2019

320
breastfeeding support sessions via video-conferencing

>106,000
calls (inbound and customer support outbound)

Top topics

- Child health and illness
- Child behaviour
- Nutrition
- Breastfeeding
- Maternal Health



Breastfeeding support via video conference

PlunketLine video conferencing evaluation stats

99%
of survey respondents said they got the information or support they needed

Breastfeeding provides a great foundation for a child's development from a nutritional perspective.

Evidence points to the benefits of breastfeeding for mothers and babies, with positive impacts on maternal and infant health.

In November 2018, PlunketLine's new breastfeeding support service went live. Introduced with support from the Wright Family Foundation, this video conferencing service enables mothers who are struggling with breastfeeding

Hannah Cook is one of the six nurses trained to deliver the service: "It's fantastic to be able to connect with mothers in this way. Many of the mothers are at a point where they just want to give up breastfeeding, so being able to support them and show them some techniques to help gives them more confidence to continue to breastfeed their baby."

For some it's a family affair, with mothers having support from a partner or grandparent during the session. "It's great to see that support from the mother's whānau, because they're the ones who will be there when we aren't."

The service was introduced to support mothers and whānau who had limited access to breastfeeding support, and is now working with organisations and iwi health providers to ensure the service can meet their needs.

Denise says the possibilities for the service are huge as the use of digital technology in the health sector increases.

During the sessions families have also been getting support with concerns about sleeping and settling their babies. For parents these concerns compound when baby isn't feeding well, so to be able to provide that additional one-on-one support, which complements the work our nurses do on the frontline, is a really important part of the service Plunket provides.



95%
of survey respondents said they felt slightly or more confident

61%
of the babies were less than 6 weeks old

81%
of the babies were less than 3 months old

to receive one-on-one support from a Plunket nurse and specialists trained in lactation via a secure video link.

PlunketLine Manager Denise Shera says in the year prior to the launch of the service, PlunketLine received more than 2,500 calls from mothers with babies aged 0-6 weeks needing help. "This service is there to help them to get support they need, when they need it."

The video conferencing service complements phonenumber support. Feedback has been very positive, with 95% of mothers who responded to a survey saying they were slightly or more confident following the calls and almost 100% saying they would recommend it to others.

25
PlunketLine



Ko te ahurei o te whānau arahia o tatou mahi

Let the uniqueness of
whānau guide our work

Improving health outcomes for Māori whānau

This year Plunket embarked on a journey that will see it focus more on addressing health inequities for Māori. We need to ensure that Māori tamariki and whānau are receiving Well Child Tamariki Ora services and support in a way that truly meets their needs.

Plunket has committed to understanding and working alongside

Māori and iwi, building trusting relationships and taking a whānau-led approach to the design of services that are responsive to the needs of Māori.

During the development of the Plunket 2016 strategy we engaged with whānau, families, partners and supporters of Plunket to help guide us and inform how we can better meet the

needs of all tamariki and whānau.

Plunket is clear about its obligations and responsibilities under Te Tiriti o Waitangi to positively impact on Māori health outcomes and care explicitly for the wellbeing of Māori tamariki and whānau.

Supporting Māori whānau today

Plunket recognises the need to better connect with and support Māori whānau and communities. We've started Māori playgroups that focus on developing and embracing Te Reo Māori, connecting Māori and non-Māori to help build collective resilience.

In communities, Plunket people are helping whānau connect with other organisations to deliver a wraparound service.

Whānau Awhina Whānau Ora

Launched as a pilot initiative in 2017, the Whānau Awhina Whānau Ora programme continues to grow, supporting Māori whānau in the Hamilton area.

It has been described by Plunket staff as a new way of working, one that is more flexible and adaptable and enables parents to be the best they can be by connecting with their culture.

Based around Te Wheke (the Octopus) as a model of Māori health, whānau and the local Plunket team are able to develop goals together and establish strong and meaningful relationships that support and understand the whakapapa of whānau.

The programme was developed to improve health outcomes for Māori tamariki and whānau in a way that is respectful and inclusive of Māori culture and practice.

It is part of a broader wraparound service for Māori which includes the opportunity for whānau to practice Tikanga Ririki (a strengths-based Māori parenting programme).

It has led to greater engagement with mana whenua in Hamilton and created opportunities for local whānau and Plunket staff to feel connected, supported and nurtured.

Whānau Ora – Raranga Wahakura Wānanga

The first 12 graduates of the Papakura Wānanga Wahakura initiative celebrated the completion of an innovative programme in November. The four- week programme taught Māori women to weave wahakura or woven bassinets, and was developed by Papakura Plunket Nurse Donna Fane to help reduce Sudden Unexpected Death in Infancy (SUDI).

Counties Manukau has the highest SUDI rate in New Zealand and this initiative was designed to teach the ancient skill of raranga harakeke or weaving flax. The wahakura provides a safe sleep space for babies and the programme empowered the women, giving them the opportunity to connect with traditional Māori customs and practices.



Building on our mahi

Plunket is committed to building on this mahi (work) and the shared knowledge we have gained by working alongside Māori whānau in these communities.

Whirihia

Whirihia is an exciting new kaupapa Māori pregnancy, birth and parenting programme being offered in the Waikato area.

The programme is a two-day wānanga integrating Māori birthing traditions (the use of harakeke (flax) and pounamu (greenstone) to tie off and cut the umbilical cord, for example) with health promotion messages (like messages around safe sleep and breastfeeding) in a way that empowers whānau.

Plunket is planning to deliver approximately 18 wānanga each year in the Waikato area, with each wānanga being attended by approximately 40 people.

Engaging Whānau

Over the next 12 months, with support from the Next Foundation, Plunket is focusing on developing greater understanding of the needs of Māori whānau in three communities across Aotearoa New Zealand as part of a broader programme of work to redesign its services for Māori whānau.

Working in partnership with local iwi and other organisations, Plunket will co-design services that will have the whānau voice as a central component. This will enable a Te Ao Māori approach to be developed that best suits the needs of Māori whānau in each community, and that can achieve improved health outcomes.



Embracing digital

Over the past two years, Plunket has moved from predominately stand-alone paper-based systems towards integrated digital systems. This includes the implementation of the electronic Plunket Health Record (ePHR) system which enables Plunket people to access and modify client records through mobile devices.

We measure the impact of digital enablement through improved client and staff satisfaction. For example, we've seen a 24% increase in staff saying technology supports their work.

Plunket Digital Strategy

In 2018/19 we launched the Plunket Digital Strategy "Embracing Digital to make the difference of a lifetime". The Digital Strategy projects progress across five themes:

- user-centered;
- collaboration and eco-systems;
- leadership role;
- integrated data and insights; and
- digital enablement.

Richard Ashworth, Chief Information Officer, says the Digital Strategy promotes digital enablement across Plunket, and prioritises and promotes projects that have the greatest impact on Plunket people and clients.

Value for Money

Plunket has to use our limited resources in the most productive way, so our Digital Strategy provides a platform for Plunket to schedule and prioritise technology changes and enhancements. We need technology to be modern and cost-effective, requiring us to balance our client needs while demonstrating value for money for our funders.

Plunket has prioritised our efforts on achieving efficiencies in time and money. In 2019 this included working on a single appointment system run through the ePHR system, saving time by reducing missed and duplicate

appointments. We also piloted a text message and email notification system reducing time Plunket nurses spend on confirming appointments, freeing up an average of an hour a week. Whānau participating in the pilot found it helpful to receive a text reminder a week before the appointment, with a follow-up reminder the day before.

We rank alongside some of the most cost-effective government organisations in relation to our information technology spend.

ePHR

The rollout of ePHR in early 2017 marked the beginning of a significant shift in our digital capability. Alongside PlunketLine, ePHR provides a record of the over 360,000 children Plunket has seen since 2017.

The ePHR system supports the work that Plunket does in homes and at clinics, and forms the basis for the digital work that Plunket will undertake in the future.

We continue to improve the ePHR systems through regular scheduled updates responding to feedback from users of ePHR and regular maintenance of the system. We prioritise these updates to focus on areas where efficiency gains can be made.

The ePHR system also helped us to develop business continuity and disaster recovery processes and policies for Plunket information systems.

Whirihia Course booking system

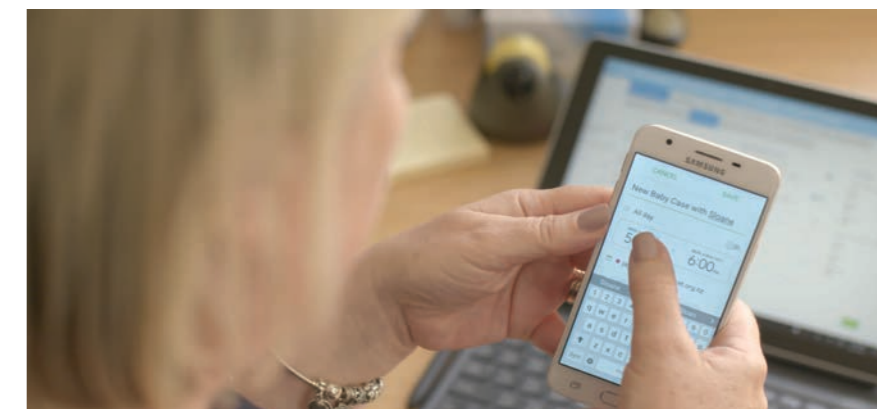
The Whirihia programme involves scheduling wānanga for whānau in Waikato. The scale and frequency of the wānanga meant the programme was ideal to pilot a course booking system, using a combination of in-house and external resources. If successful, the system will be extended to cover PEPE and community courses across Aotearoa.

Plunket Staff Onboarding Tool

We've reduced our dependence on manual process through the introduction of an automated staff onboarding process. This removed paper-based forms and improved efficiency and accuracy as part of the employment process.

Focus on the Future

Plunket will continue to implement the Digital Strategy in 2020 and beyond. In the short term this will involve a new website to align with a new brand and enhanced client experience, improving the mobile experience of Plunket people and clients through ePHR and app developments.



Securing long-term financial sustainability

Since 2014, we have made significant investment in our Modernising Plunket programme, successfully transitioning the area society structure to a single charitable trust, implementing ePHR, and modernising many of our processes and ways of working. All of this was needed for Plunket to remain relevant.

This investment has been offset by reductions in real term funding across our major contracts with the Ministry of Health, DHBs and the Ministry of Education, and externally driven pay increases for our nurses and other health workers putting us under serious financial pressure.

Without fundamental changes to both our cost and revenue structures, Plunket could not continue to provide services at the level and quality expected from our clients.

In 2016, we agreed a finance strategy to secure both the short-term survival and the longer-term financial sustainability of Plunket.

Returning Plunket to a positive cash flow

The most immediate priority of the finance strategy was to return Plunket to a positive cash flow position.

Between 2012 and 2016, our cash flow performance had continued to

deteriorate, and we had spent over \$9 million more than we had earned. We have now reversed this trend returning to a positive cash flow for the first time in eight years.

Managing our costs

We introduced a Plunket-wide cost reduction programme to secure our immediate financial survival. This has generated \$16 million of savings (inflation adjusted) from efficiencies and other cost reductions (\$5 million in 2017/18 and a further \$11 million in 2018/19), equivalent to reducing expenses by 13% in real terms in two years.

Returning Plunket to surplus

The turnaround in our financial performance was achieved despite a small drop in total income over the last three years (from \$85.0 million to \$84.5 million).

The next financial priority for Plunket is to start generating surpluses; until we do this, we will be unable to begin reinvesting in our assets, or to replenish our reserves to meet future contingencies or emergencies. We have negotiated a one-off increase to our government funding for the current financial year which will go some way towards strengthening our financial position. We will continue to work with government to ensure we are properly funded and can secure our future.

Advocating to improve child wellbeing

Plunket works with families across Aotearoa and sees first-hand the damage systemic and compounding issues have on children's health and wellbeing. We know many of New Zealand's tamariki are currently not able to get the best start in life and we hope to make New Zealand the best place in the world for children. There is no doubt that improving child wellbeing is fundamental to our nation's future and if we are to achieve this we need more investment in tamariki, whānau and the communities in which they live.

This year we supported the development of the Government's Child and Youth Wellbeing Strategy. Our feedback on the strategy included the following themes:

- The first 1000 days are critical for long-term wellbeing, and investment in these most important days is an investment in better long-term life outcomes.
- Wellbeing is multi-dimensional and means different things to different populations.
- We have an obligation to level the playing field for all tamariki.
- Focusing on long-term and lasting improvement of child wellbeing for tamariki Māori must be a priority for us all.



The first 1000 days are critical for long term wellbeing, and investment in these most important days is an investment in better long term life outcomes.



Poutokomanawa – a new heart

Poutokomanawa, Plunket's Manurewa Family Centre, completed its transformation in late 2018 following a co-design project that worked alongside local whānau to create a warm and welcoming space for them to connect and support each other. The project was also supported by the Auckland Council's Southern Initiative (Tāmaki Herehere ki te Tonga).

Poutokomanawa means the heart pole at the centre of the meeting house and the Family Centre embraces this as it now represents a central part of the community in Manurewa, delivering Plunket services and serving as a meeting place for whānau.

Ted Manson, whose foundation contributed towards the new centre said, "it's going to be a special place for families in South Auckland. We hope it will be a safe, stable and welcoming place for whānau from all over South Auckland."

Poutokomanawa now has a new kitchen that will allow staff to run courses on preparing first foods for babies and cooking on a budget.

Support from the Ted Manson Foundation and other community funding organisations like the New Zealand Community Trust (NZCT) have made a difference for families in South Auckland.

It starts with Bright Beginnings

Three years ago, Plunket started its Bright Beginnings programme, providing an opportunity for people to support Plunket through regular monthly donations.

"Providing a small amount each month makes a huge difference to families," says Debbie Rickard, who manages the programme.

Monthly gifts enable Plunket to commit to new services, connect to families in remote communities, support and train passionate volunteers, and deliver vital support groups and education programmes for parents.



Connecting local whānau

Families in Marlborough, Nelson and Canterbury are supported by Plunket Community Services thanks to the generous support of organisations like the Rātā Foundation. Rātā support and grant funding is a vital partnership which helps make a significant difference for our families.

Last year, Rātā funding helped Plunket connect with more than 3,100 parents with our Canterbury Family Support Groups, and 3,000 parents with our Marlborough/Nelson Family Support Groups providing much needed early support for parents in need.

The funding has also ensured 1,214 parents were able to attend one of the 162 free parent education (PEPE) courses offered in Canterbury last year.

Thank you, Rātā Foundation!

Legacy Gifts for future whānau

Plunket is incredibly grateful to receive very personal gifts through wills from New Zealanders wanting to make a difference for future generations.

"When someone tells us they would like to leave a gift to Plunket, we spend time with them because it's important to us to capture their Plunket story," says Wendy, the Plunket Bequest Programme Manager.

Some of our supporters have unique stories and the memories are incredibly special.

Originally from Switzerland, Nita, a retired nurse and midwife, is a great supporter. She loves children and told us she wanted to leave a gift in her will to help tomorrow's children and families.

Nita also supports Plunket tamariki by sending a parcel of knitting for babies every three months. She includes a donation and a lovely message of support. Nita tell us she will go on knitting for as long as she can. Over the last five years Nita has spent her free time knitting items for Plunket.

Nita is a member of the Truby King Bequest Society. Legacy funds from gifts in wills are added to the endowment fund managed by the Plunket Foundation.

We are so grateful to Nita for helping to keep babies warm across the country and for her legacy gift for future generations of Plunket families.



Thank you partners and donors

Plunket receives funding from the Ministry of Health to deliver the Well Child Tamariki Ora services, but we rely on the generous support of individuals, organisations, trusts and foundations to help fund our free community services like parent support groups and parenting programmes for whānau. The continuation of our services is integral to supporting whānau, so they can be confident, connected and healthy.

This year saw some incredible initiatives and results from our funders including:

- The Warehouse ran the third national Pedal for Plunket campaign in its 92 stores across the country. Funds raised produced 1,200 Baby Boxes containing a variety of baby items to those in need.
- A donation from the Ted Manson Foundation for a playground and kitchen in our newly refurbished Poutokomanawa Centre, Manurewa.
- Bright Beginners, our regular giving programme members, continue to support our work through monthly donations.
- Grants from The Lion Foundation and Lottery Grants Board enabled Plunket to continue face-to-face connections with whānau through Plunket Community Services Leaders, teams and activities.
- BestStart centres held their fourth Plunket Appeal. Funds raised were reinvested into the regions to support our community services.
- Huggies celebrated 27 years in partnership with Plunket and the Huggies Nappy Bank reached its one million nappy milestone – gifting nappies to Plunket whānau in need.
- Wattie's continue to support families through education around starting solids and celebrate 28 years in partnership with Plunket.
- Harcourts was welcomed into the Plunket partner whānau bringing a commitment from its many agents across the country to support local Plunket initiatives.
- Pledge for Plunket ran over three weeks ending with The Hits radio-a-thon. With the support of partners NZME, ParkMate and Mainland, event supporters and donors, over \$50,000 was raised for our community services.

Regional partnerships

This year saw an increase in Plunket regional and local partnerships from around Aotearoa including:

Northern:

- YMCA provided education to whānau about water safety, and discounted swim lessons at YMCA pools in the region.

- Auckland City Council partnered to increase the number of pools available to access the YMCA discounted swim lessons.
- Cadenshae provided positive messages to whānau around body confidence, and the importance of physical activity to improve mental health.
- Watercare provided information to families about what not to flush to avoid expensive plumbing bills, while protecting the environment.

Central:

- Generation Homes Waipa/Coromandel continues to support parenting programme in Matamata.
- Wellington Water provided information to Wellington families around what not to flush down your drains to avoid extra plumbing bills while protecting the environment.

Southern:

- Stones Fabric Industries formalised their 20-year relationship with Plunket, continuing to donate funds raised through their clothing bins.

Events

A record number of fundraising events were held thanks to our event partners, volunteers and supporters including:

- The third national Plunket Charity Golf Tournament, sponsored by Computer Concepts Limited in Wellington, raised more than \$55,000.
- 150 families enjoyed the splendor of the Otago landscape on a train trip from Dunedin to Pukerangi thanks to the generosity of Dunedin Railways.
- The inaugural Plunket Fun Run was held in Auckland, Tauranga, Wellington and Christchurch with over \$19,000 raised through the incredible efforts of participating runners and walkers.

Thank you to the many amazing organisations and individuals who chose to help us this year. Your generosity enables Plunket to continue to provide community services to whānau.

Thank you to our amazing knitters who lovingly create knitted baby wear which we gift to whānau in need, and to our Bequest supporters who continue to support us by leaving a legacy in their Will - we thank you for your life-long commitment to helping families.

We would also like to thank BNZ for supporting Plunket as our Principal Partner for the past nine years and supporting many families through that time.



Plunket ran a record number of fundraising events, made possible with the support of event partners, volunteers and supporters.



Plunket Board and Leadership

Chairperson

Christine Lake

Deputy Chairperson

Matthew Harker

Trustees

Tarati Blair-Hunt

Lucy Hickman

Nigel Kirkpatrick

Alison Prins

Alex Skinner

Craig Tamblyn

Amohaere Tangitu

Honorary Life Members of the Royal New Zealand Plunket Trust

Dianne Armstrong, CBE

Druis Barrett, CNZM

Carol Becker, ONZM

Shirley Cornish

Jenny Cox

Tristine Clark

Kaye Crowther, QSO

Merle Newlove, QSO

Jill O'Connor

Pat Seymour, OBE, QSO

Andr e Talbot CNZM

George Tuffin

Plunket Leadership Team (as at 30 June 2019)

Chief Executive Officer
Amanda Malu

Chief Commercial Officer
Duncan Scott

Chief People and Transformation
Officer
Liz Barton

Chief Technology and Innovation
Officer
Richard Ashworth

Chief Strategy and Performance
Officer
Radha Balakrishnan

Chief M ori Advisor
Hera Black

Chief Nurse
Dr Jane O'Malley

Acting Chief of Operational
Performance
Linda Biddle

Financials

Report from Chair of Risk Assurance and Audit Committee

The primary purpose of the Risk Assurance and Audit Committee is to assist the Board of the Royal New Zealand Plunket Trust (Plunket) in fulfilling its risk assurance and audit responsibilities. The Committee carries out this purpose by overseeing and providing advice to the Board on Plunket's:

- risk management processes
- internal control mechanisms
- internal and external audit functions
- policies and processes adopted to ensure compliance with applicable legislation, regulations, codes of practice and government requirements
- financial information prepared by management for publication

The Committee meets at least three times a year with Plunket's Chief Executive Officer, Chief Commercial Officer and Chief Strategy & Performance Officer.

Risk Assurance and Audit Committee

Alex Skinner Trustee, Committee Chairperson
Christine Lake Trustee, Board Chairperson
Nigel Kirkpatrick Trustee

Independent Auditor's Report

To the beneficiaries of Royal New Zealand Plunket Trust

Report on the summary financial statements

Opinion

In our opinion, the accompanying summary financial statements of Royal New Zealand Plunket Trust (the trust) on page 22:

- Has been correctly derived from the audited trust financial statements for the year ended on that date; and
- Is a fair summary of the trust financial statements, in accordance with PBE FRS 43 Summary Financial Statements.

The accompanying summary financial statements comprises:

- the summary statement of financial position as at 30 June 2019;
- the summary statements of comprehensive revenue and expenses, statement of changes in net assets/equity and cash flows for the year then ended; and
- notes, including a summary of significant accounting policies and other explanatory information.

Basis for opinion

We conducted our audit in accordance with International Standard on Auditing (New Zealand) (ISA (NZ)) 810 (Revised), Engagements to Report on Summary Financial Statements.

Other than in our capacity as auditor we have no relationship with, or interests in, the trust.

Use of this Independent Auditor's Report

This report is made solely to the beneficiaries as a body. Our audit work has been undertaken so that we might state to the beneficiaries those matters we are required to state to them in the Independent Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the beneficiaries as a body for our audit work, this report, or any of the opinions we have formed.

Responsibilities of the Trustees for the Summary Financial Statements

The Trustees, on behalf of the trust, are responsible for:

- the preparation and fair presentation of the summary financial statements in accordance with PBE FRS 43 Summary Financial Statements; and
- implementing necessary internal control to enable the preparation of a summary set of financial statements that is correctly derived from the audited financial statements.

Auditor's Responsibilities for the Summary Financial Statements

Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, with (or are a fair summary of) the audited financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) (ISA (NZ)) 810 (Revised), Engagements to Report on Summary Financial Statements.

We expressed an unmodified audit opinion on the financial statements in our audit report dated 19 September 2019.

The summary financial statements do not contain all the disclosures required for a full set of financial statements under generally accepted accounting practice in New Zealand. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the trust.

KPMG

KPMG

Wellington

19 September 2019

Summary financial statements

Royal New Zealand Plunket Trust Summary Financial Statements for the year ended 30 June 2019

This is a summary of the Trust's audited financial statements for the year ended 30 June 2019 which were authorised for issue on 19 September 2019. The summary financial report has been extracted from the full audited statements dated 30 June 2019.

The summary financial statements have been prepared in accordance with PBE FRS-43 – Summary Financial Statements. The full financial statements have been prepared in accordance with generally accepted accounting practice and they comply with Public Benefit Entity International Public Sector Accounting Standards (PBE Standards) and other applicable Financial Reporting Standards, as appropriate for Tier 1 not-for-profit public benefit entities. The Trust has made an explicit and unreserved statement of compliance with Public Benefit Entity International Public Sector Accounting Standards (PBE Standards) in note 1 of the full financial statements.

The financial statements are presented in New Zealand dollars because that is the currency of the primary economic environment in which the Trust operates.

The summary financial report cannot be expected to provide as complete an understanding as provided by the full financial statements of financial performance, financial position, recognised income and expenses and cash flows of the Trust. A copy of the full financial statements can be obtained from our website www.plunket.org.nz or by writing to The Royal New Zealand Plunket Trust at PO Box 5474 Wellington 6140. The Trust is a not for profit organisation.

The auditor has examined the summary financial report for consistency with the audited financial statements and has the opinion the information reported in the summary financial report complies with FRS-43 summary Financial Statements and is consistent in all material respects, with the full financial report from which it is derived.

Statement of Comprehensive Revenue and Expense for the Year Ended 30 June 2019	Full Year 2019 \$000	Six Months 2018 \$000
Contract Income	71,626	34,025
Sponsorship/Donations/Grants Income	10,390	5,164
Other Income	2,531	1,219
	84,547	40,408
Employee Costs	63,082	33,838
Service Delivery Expenses	18,660	10,657
Depreciation & Amortisation	5,495	2,651
	87,237	47,146
Operating (Deficit) for Year	(2,690)	(6,738)
Net Change in Fair Value of Available for Sale Financial Assets	3	(4)
Total Comprehensive Revenue and Expense for the Period	(2,687)	(6,742)

Statement of Changes in Net Assets/Equity for the Year Ended 30 June 2019	Full Year 2019 \$000	Six Months 2018 \$000
Opening Equity Balance	35,740	0
Operating (Deficit) for Year	(2,690)	(6,738)
Net Change in Fair Value of Available for Sale Financial Assets	3	(4)
Net Assets transferred from Royal New Zealand Plunket Society Incorporated	0	42,482
Total Comprehensive Revenue and Expense	(2,687)	35,740
Closing Equity Balance	33,053	35,740

Statement of Financial Position as at 30 June 2019	June 2019 \$000	June 2018 \$000
Current Assets		
Cash and Cash Equivalents	54	34
Accounts Receivable	1,513	1,405
Inventory and Other Current Assets	1,578	1,569
Total Current Assets	3,145	3,008
Non Current Assets		
Property, Plant and Equipment	41,845	43,456
Intangible Assets	8,883	11,804
Other Receivable	652	652
Investments	231	316
Total Non Current Assets	51,611	56,228
Total Assets	54,756	59,236
Current Liabilities		
Cash and Cash Equivalents	195	1,255
Payables	3,056	2,785
Employee Entitlements	6,305	6,664
Income Received in Advance	9,329	9,569
Lease Provision	19	42
Finance Leases	903	972
Total Current Liabilities	19,807	21,287
Non Current Liabilities		
Lease Provision	0	19
Finance Leases	1,296	1,562
Make Good Provision	600	628
Total Non Current Liabilities	1,896	2,209
Total Liabilities	21,703	23,496
Net Equity	33,053	35,740
Total Liabilities and Equity	54,756	59,236

Statement of Cash Flows for the Year Ended 30 June 2019	Full Year 2019 \$000	Six Months 2018 \$000
Net Cash Flows from Operating Activities	2,087	(2,107)
Net Cash Flows from Investing Activities	439	1,460
Net Cash Flows from Financing Activities	(1,445)	(574)
Net Increase / (Decrease) in Cash Held	1,081	(1,221)

Funding partners and supporters

STAR PARTNER:



CORPORATE PARTNER:



COMMUNITY PARTNERS:



SPECIAL THANK YOU TO THE PLUNKET FOUNDATION



National Partners:
Huggies
Colgate

Pick Me Help Plunket Partners
Wattie's
Dettol
Fairydown
Elevit Breastfeeding
Bepanthen

Partners
ACC
EECA
JB-Hifi
KPS
Leaseplan
Ministry of Education
Ministry of Health
New Zealand Media and Entertainment
Oranga Tamariki
ParkMate
Resene
The Warehouse
Tindall Foundation
Trade Me
Water Safety New Zealand

Regional Partners
Auckland Council
Cadenshae
Generation Homes
Matamata
Liquid Laundromats
Stones Fabric Industries
Watercare Auckland
Wellington Water
YMCA (Auckland)

Supporters
Andrée Talbot
Anna Nathan
Callis Charitable Trust
David and Genevieve
Becroft Foundation
Holdsworth Charitable Trust
Lady Tait Charitable Trust
Lois McFarlane Charitable Trust
Rosser Foundation
S.C.F.T.
The Ted Manson Foundation
Walter and Rana Norwood Charitable Trust
Wright Family Foundation

GRANT FUNDERS

Acorn Foundation
Albert D Hally Trust Fund
Anstiss Garland Charitable Trust
Ashburton District Council
Auckland Council
Auckland Foundation
BA Lewis Charitable Trust
Belfast Community Trust
Bendigo Valley Sports & Charity Foundation
Blue Sky Community Trust
Carterton & Wairarapa South County Trust
Central Lakes Trust
CERT Gaming Trust
Christchurch City Council
Community Organisation Grants Scheme
Community Trust of South
Constellation Community Trust
Creative Communities Fund
David Ellison Charitable Trust
Donald & Nellye Malcolm Trust
Dorothy L Newman Charitable Trust
Dragon Community Trust Ltd
Dunedin City Council
E M Pharyzyn Trust
Eastern & Central Charitable Trust
Elsie & Ray Armstrong Charitable Trust
F H Muter Trust
Farina Thompson Charitable Trust
Geyser Community Foundation
Graham & Olive West Charitable Trust
Grassroots Giving
Greytown District Land Trust

Harcourts Foundation
Hawkes Bay Foundation
Horizons Regional Council
Hutt Mana Charitable Trust
Infinity Foundation
JBS Dudding Trust
JN & JB Williams Trust
Leonard Monk Charitable Trust
Lottery Grants Board
Margaret and Huia Clarke Trust
Marlborough District Council
Maurice Carter Charitable Trust
Meridian Power Up Community Fund
Milestone Foundation
Ministry of Education
Napier City Council
Nelson City Council
Network Waitaki
New Zealand Community Trust
North and South Trust Ltd
OceanaGold East Otago
Otago Community Trust
Pub Charity Limited
Rata Foundation
Redwood Trust
Riccarton Rotary Club
Rotary Club of Ahuriri
Selwyn District Council
Sir John Campbell Residuary Estate
Sky City Auckland Community Trust
Sky City Hamilton Community Trust
South Canterbury Trusts

South Wairarapa District Council
Strathlachlan Fund
Syd Slee Charitable Trust
Tasman District Council
Taupo District Council
Tauranga City Council
Tauranga Energy Consumer Trust
Thankyou Charitable Trust
The Ashburton Trust
The Lion Foundation
The Sargood Bequest
The Southern Trust
The Trusts Community Foundation
The Trusts
Thomas George Macarthy Trust
Thomas Hobson Trust
Tikipunga Protestant Children's Home
Timaru District Council
Tindall Foundation
Top of the South Community Foundation
TR Moore Trust
Trust House
Trust Waikato
Trustpower Lend a Hand Foundation
Upper Hutt Cosmopolitan Club
Vernon Hall Trust Fund
Von Burns Charitable Trust
Wairarapa Families Anglican Trust
Waitaki District Council



Help make the difference of a lifetime

Plunket volunteers and supporters are the best kind of people.

They're generous, kind, big-hearted, and their investment of love, time and resource makes the difference of a lifetime for Kiwi kids.

If you'd like to join our whānau of Plunket supporters, there are lots of different ways you can get involved:

Donate

Plunket services like parenting courses and migrant and post-natal support groups are all entirely reliant on donations, partnerships and grants to continue to operate. You can help by donating today at plunket.org.nz/donate

Bright Beginnings

Our regular givers are some of our favourite people. This regular income – even if it's as little as \$10 a month – is invaluable for our budgeting and planning, and allows us to deliver services in Kiwi communities. Join Plunket's Bright Beginnings regular giving programme at plunket.org.nz/help-us-today/ways-to-donate/bright-beginnings/

Become a volunteer

Volunteers are the heartbeat of Plunket. If you would like to donate your time and skills to help support tamariki and whānau in your community to thrive, you can sign up as a Plunket volunteer at plunket.org.nz/help-us-today/volunteer/

Bequests

Children and families thrive on love, care and support, and you can help Plunket provide them with vital services for future generations. Leaving a bequest to Plunket in your will is a lasting legacy, and your final act of giving will continue to make a meaningful difference for many years to come. Email wendy.walker@plunket.org.nz to find out more.

Knit for Plunket

Help provide much-needed warmth and comfort for some less fortunate little ones on chilly winter days by donating your knitting to Plunket. Find out more at <https://www.plunket.org.nz/help-us-today/ways-to-donate/knit-for-plunket/>

Payroll Giving

Many workplaces have Payroll Giving, an easy way to give to your favourite good cause automatically from your pay – and it applies your 33% tax credit week-by-week. If you donate \$10 a pay, then only \$6.67 will be taken out of your account. Talk to your Payroll team today to find out whether you have Payroll Giving – or if you could start it at your workplace.

The Good Registry

Don't want or need any more "stuff" for Christmas or your birthday this year? Why not do some good instead and sign up with The Good Registry, a social giving platform where anyone (from corporates to little kids) can give the gift of giving. You can give Good Gift Cards, or set up your own special event profile where friends and family can donate to your favourite good cause (like Plunket) as your present. Find out more at thegoodregistry.com.

Fundraise for Plunket

Have an idea for how you could raise some money to support Plunket? We have a platform that empowers you to do just that! Head to <https://raiseabundle.org.nz/register>

Arohanui.

Thank you for your help and support. It truly means the world.

Plunket

