



whānau āwhina
plunket



ANNUAL REPORT

2022

ROYAL NEW ZEALAND PLUNKET TRUST



Our vision

Kotahi mano ngā rā hiki te
oranga mō ngā tipuranga i roto i
te hāpori

In the first 1000 days
setting the path of wellness
in our communities, for
generations to come



Our goals

- **Mauri ora:** Healthy babies and children
- **Whānau ora:** Healthy confident families
- **Wai ora:** Healthy environments and connected communities

Our equity goal

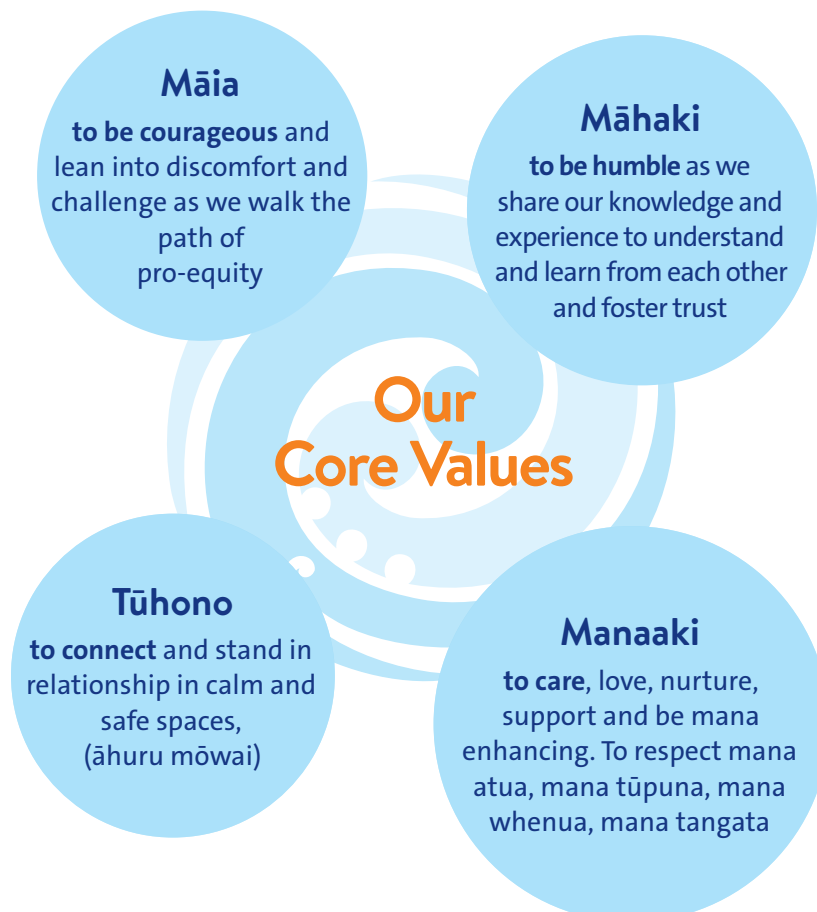
All our services will be delivered equitably by 2025

In Aotearoa, people have differences in health that are not only avoidable but unfair and unjust. Equity recognises different people with different levels of advantage require different approaches and resources to get equitable health outcomes.

Ministry of Health, March 2019

Our strategic themes

- Pēpi, tamariki, and their families, whānau and communities are at the heart of everything we do
- Valuing and investing in our people to realise their potential
- Partnering with communities
- Innovating to deliver health equity
- Using our knowledge and influence to improve the health and social system



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Tuāpapa Te Tiriti – Our Foundation

Tuāpapa Te Tiriti reaffirms Te Tiriti o Waitangi as the founding document for Aotearoa New Zealand and for Whānau Āwhina Plunket.

We will be a strong Te Tiriti o Waitangi partner and will work with Māori to achieve Māori aspirations. We will apply the principles of Te Tiriti o Waitangi across all our work. These have been defined for the health and disability system as:

Tino Rangatiratanga

Māori have the right to self-determination and mana motuhake in the design, delivery and monitoring of health and disability services.

Partnership

Māori must be partners in the governance, design, delivery and monitoring of health and disability services – Māori must be co-designers, with the Crown, of the primary health system for Māori.

Active Protection

Acting to the fullest extent practicable to achieve equitable health outcomes for Māori. This includes ensuring we are well informed on the extent, and nature, of both Māori health outcomes and efforts to achieve Māori health equity.

Equity

Being committed to achieving equitable health outcomes for Māori.

Options for Māori

Māori must have the ability to choose kaupapa Māori health and disability services. We are also committed to providing our services in a culturally appropriate way that recognises and supports the expression of hauora Māori models of care.

[1] Whakamaua: Māori Health Action Plan 2020–2025

Whānau Āwhina Plunket began in the small coastal town of Karitāne near Dunedin (Ōtepoti). Karitāne was the home of Mere Harper and Ria Tikini, both of Kāi Tahu and Kāti Huirapa descent, who were highly respected midwives and healers and often worked closely with their friend and neighbour, health reformer Dr Frederic Truby King, to care for the ill in their community.



This is Whānau Āwhina Plunket

Whānau Āwhina Plunket is a charity and Aotearoa New Zealand's largest provider of services to support the health and wellbeing of children aged up to five. Our mahi is centred on supporting pēpi and tamariki to have the best possible start in life – they are at the heart of everything we do.

Every whānau is eligible for free Well Child Tamariki Ora checks. These can take place in homes or local Whānau Āwhina Plunket clinics and community spaces.

Plunket nurses provide clinical assessments, and along with our kaiāwhina and community karitāne provide care, support and health education to whānau.





Pēpi, tamariki, their families, whānau and communities

are at the heart of everything we do.

Well Child Tamariki Ora (WCTO) visits

WCTO nurses work in partnership with whānau to understand their health needs and develop a care plan to improve their child's health outcomes. Nurses complete a health and development assessment with each child to check they're growing and developing as expected. These checks are critical for picking up any concerns early, so children can have the best possible start in life.

In addition to the WCTO service, Whānau Āwhina Plunket also offers:

- PlunketLine – a free 24/7 parenting and child health helpline, staffed by registered nurses. PlunketLine also offers an innovative video-chat breastfeeding support service.
- a range of mostly free community services including parent education, B4 school checks, injury prevention and kaupapa Māori antenatal wānanga to support children and whānau, based on the needs of the community. These are funded through fundraising, partnerships and community grants.
- a strong advocacy voice for health and wellbeing matters related to young tamariki and whānau.

From our Board Chairperson



E aku nui, e aku rahi, tēnā koutou katoa. Warm greetings to you all.

On behalf of the Royal New Zealand Plunket Trust Board, I am pleased to present the 2021/22 Annual Report and to reflect on the organisation's achievements over the last financial year.

Whānau Āwhina Plunket has been part of the fabric of Aotearoa for over 115 years. The way we provide support is adapting and changing, but our fundamental commitment to tamariki continues to guide everything we do.

Launching our new strategy

The year under review was the culmination of much of our learning and reflection as we launched our new strategy and vision: Kotahi mano ngā rā hiki te oranga mō ngā tipuranga i roto i te hāpori – In the first 1000 days setting the path of wellness in our communities, for generations to come.

The strategy is a continuation of our Board's commitment to our pro-equity journey. It is our guiding kaupapa, ensuring that Whānau Āwhina Plunket remains committed to our vision for tamariki and whānau, our goals for pae ora and the delivery of all our services equitably by 2025. Our strategy also reaffirms our commitment to Te Tiriti o Waitangi as our foundation.

Our new strategy is designed to address Aotearoa New Zealand's changing needs and to pursue systemic change so the next generation can grow up with every opportunity to be as healthy and well as possible.

COVID-19 response

The year was another challenging one in our response to COVID-19. Nowhere was this truer than in Auckland, where the community was in lockdown for more than 100 days, meaning our kaimahi couldn't see parents, caregivers and their pēpi and tamariki in person.

Widespread community transmission has taken its toll on our kaimahi as well.

We know the pandemic has hit people hard - socially and emotionally - and we have seen an increase in stress and anxiety in whānau.

Despite these challenges stretching our team and resources, our kaimahi continue to make a real difference, working hard to support parents and caregivers through difficult circumstances, and adapting how we deliver our services to make sure we continue to support whānau. I thank everyone for their resilience and willingness to do whatever they could to support people through another difficult year.

Our volunteers – a key part of our organisation

I would like to thank our generous volunteers for everything they do, and for the role they play in creating stronger, resilient and inclusive communities. Each year, the communities in which we work rely upon the dedication of volunteers to make sure the many support services we offer run smoothly and are available for all.

Special mention must go to our volunteers from the 'Breastfeeding Works!' Breastfeeding Peer Support programme in South Canterbury, who won the Outstanding Achievement award in the Health Care Provider Service Team category at the Minister of Health Volunteer Awards. This is a fabulous recognition of the support they provide to māmā and whānau on their feeding journey, and a wonderful example of what a huge difference our volunteers make to our communities.

Farewelling Amanda Malu

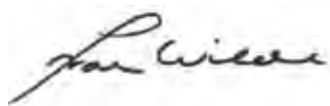
This report is an opportunity to pay tribute to Chief Executive Amanda Malu, who recently finished her six-year tenure.

I have admired Amanda's relentless focus on our Te Tiriti responsibilities and equitable outcomes. Her strength and compassion, and dedication to strengthening Whānau Āwhina Plunket's focus, has truly made a difference to the lives of young families.

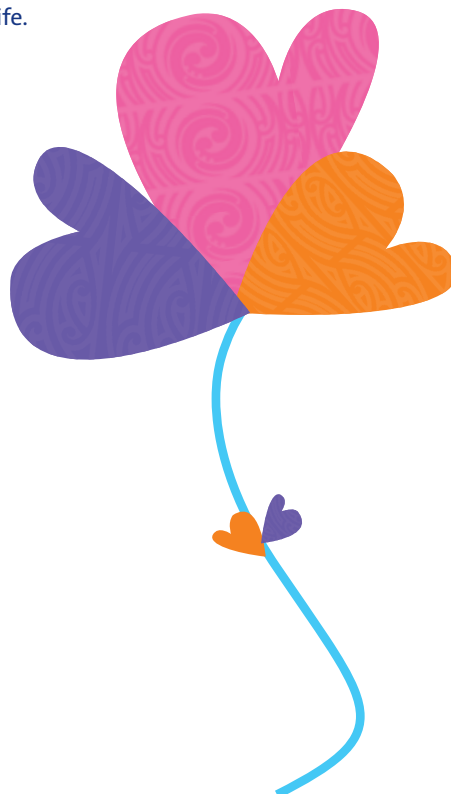
Thank you

I want to say a special thank you to our generous sponsors, donors and partners who have stayed with us during the difficult times that the whole country has been experiencing. We could not deliver our services without you. I am also enormously grateful for the support of all Whānau Āwhina Plunket kaimahi, volunteers and trustees. During the year we farewelled from the board Amohaere Tangitu and Craig Tamblyn, both of whom had been significant contributors to our strategy development. In their places we welcomed Fiona Wiremu and Marama Parore. Together, all of the Plunket team are helping to make a difference, working on changing the system for the better and ensuring every child has the best possible start in life.

Ngā mihi



Dame Fran Wilde, Board Chairperson



From our Chief Executive



Ngā mihi kia koutou mo tenei repoata e tau nei Whānau Āwhina Plunket 2021-22.

It gives me great pleasure to present Whānau Āwhina Plunket's 2021-22 Annual Report.

A year of challenges, change and celebration

It's been a privilege to lead an organisation that has continued to support whānau despite all that the past year has thrown at us! We've faced many challenges including nursing shortages, rising costs and increased demand for our services, against the ever-present backdrop of the pandemic.

But we've also had much reason to celebrate. Aotearoa has seen the dawning of a new health and disability system; we've made significant progress on our goal to deliver our services equitably by 2025; and we celebrated our 115th birthday – marking a major milestone as part of the fabric of Aotearoa.

COVID-19

The pandemic continues to have a significant impact on our service delivery. We have felt the effects most profoundly in Auckland, which was under COVID-19 restrictions for 107 days this financial year – that is almost four months when we couldn't see whānau in person. We have also had to contend with the enormous challenges of working in an emergency environment, as COVID-19 ran rampant through the community, significantly decreasing our workforce due to kaimahi needing to isolate if they or their household members became unwell.

The disruption caused by COVID-19's long tail with widespread community transmission has made this year the most disrupted for our service delivery. Despite these challenges, I am very proud to say we still delivered 860,000 clinical contacts during the pandemic years.

Our nurses, kaiāwhina and health workers have been doing their absolute best for their whānau and families

under exceptionally unusual and difficult circumstances. They have continued to work with professionalism and commitment, and I thank each of them.

A profession in need

Across Aotearoa, healthcare providers are facing challenging times filling nursing positions. Nationally, we have seen a decrease in nurses available to fill vacancies, particularly in rural and provincial areas.

While our closed border has compounded this issue, we've been highlighting for many years that we're facing a nursing shortage.

The government's decision to exclude overseas nurses from the fast-tracked 'straight to residence' pathway was very disappointing when it is already so difficult to recruit nurses. Nursing shortages affect the entire health sector.

We continue to challenge the government on this policy and hope to see it changed.

Welcoming Te Whatu Ora – Health New Zealand and Te Aka Whai Ora – Māori Health Authority

This year also ushered in the most significant changes to the health system in recent years with the forming of Te Whatu Ora – Health New Zealand and Te Aka Whai Ora – Māori Health Authority.

We warmly welcome these health reforms, and I am proud to say that Whānau Āwhina Plunket was already well placed to play our part in creating a more equitable, accessible, and people-centred system that will improve the health and wellbeing of all New Zealanders.

We have long recognised that meeting the needs of whānau and their tamariki who are most disadvantaged by the health system is the best approach for everyone.

Rising costs

Aotearoa New Zealand's cost-of-living crisis has been gathering pace, compounded by the highest rates of inflation we have seen in 30 years. The not-for-profit sector has always lived with the reality of uncertain funding sources, but over 2021-22 we have more acutely felt the pinch of government underfunding and spiralling costs.

Our lack of funding continues to put us under pressure. We are forced to fundraise a substantial amount each year just to deliver our services to parents, pēpi, tamariki and whānau.

We have had to make some difficult decisions this year. To remain financially sustainable, we have sold some of the properties we own. We also made the difficult decision to close our popular PEPE parenting courses because they were costing us \$400,000 each year to run. It has never been our desire to withdraw community services, but we have had to do so to balance our books and maintain our core nursing service; focusing our efforts on where whānau need us most.

Closing the equity gap

Despite the year's challenges, we are making significant headway in closing the equity gap. I'm proud to say we're making progress in our efforts to ensure every whānau has access to a consistent Well Child Tamariki Ora service no matter where they live.

Over time, we have improved the proportion of our core service delivery towards those who have been assessed to have long-term high needs – from 13 percent to 20 percent. In 2021, 56 percent of our core service delivery was to those assessed as high needs.

Our additional contact delivery (this is the extra support outside the core service delivery) has also improved significantly over time – now more than 70 percent of this extra support is directed at those who have higher needs.

Ka kite āno

As I reflect on my six-year tenure as Chief Executive of Whānau Āwhina Plunket, I am heartened by how much has changed for whānau.

I've seen incredible changes within our organisation, most of it developed and implemented by our passionate, professional and committed kaimahi – determined to create an integrated and equitable service for the future. We have a team of registered nurses, kaiāwhina, community karitāne, community and corporate kaimahi who go the extra mile every day making a difference in the lives of the whānau we serve.

It has been an absolute privilege to have worked alongside so many wonderful people. My determination to honour the legacy of this 115-year-old organisation and ensure it can serve future generations is a deeply personal one. As the great-great-granddaughter of Mere Harper, one of Whānau Āwhina Plunket's two founding tāua, Whānau Āwhina Plunket is an organisation deeply entwined with my own whakapapa, and so very dear to my heart.

My heartfelt thanks to everyone who has made my time with Whānau Āwhina Plunket such an incredible experience.

Ngā mihi nui



Amanda Malu, Chief Executive

Our year in review

Well Child Tamariki Ora

289,482



Number of tamariki on our books (0-5 years) in 2021/22

49,396



New Whānau Āwhina Plunket babies in 2021/22 – 82% of new babies across Aotearoa New Zealand

466,508



Contacts made with whānau

16,320



B4 School Checks for 4 year old completed

(contracts in Auckland, Waitematā, Counties Manukau, Lakes, Bay of Plenty, Manawatū, Wellington, Hutt Valley and Kāpiti).

The reduction in numbers since last year was also the result of the impact of the lockdowns.



21.4%		Māori
43.5%		European
22.9%		Asian
9.0%		Pacific
3.0%		Mid Eastern, Latin American and African
0.2%		Other

New enrolments in 2021/22 – 49,396 tamariki between 0 and 3 months of age were enrolled with our service, which was 82% of all babies born in Aotearoa during that same time period. This includes 60% of all Māori pēpi.

Website and social media



1,858,937
website visits



22

Facebook Live Chats

We reached

113,481

people through our Facebook Live Chats



1,323

breastfeeding support sessions using video conference



99,107

calls handled by PlunketLine (inbound and customer support outbound)

Top topics

- Child health and illness
- Breastfeeding
- Child behaviour
- Nutrition
- Sleep

Our people



14.1%	●	Māori
58.4%	●	European
10.5%	●	Asian
5.7%	●	Pacific
1.2%	●	Middle Eastern, Latin American and African
5.4%	●	Unknown
4.7%	●	Other

Frontline nurses

521

Kaiāwhina

51

Community Karitāne

88

Community kaimahi

50

Our kaimahi by region



Our equity goal – By 2025 all our services will be delivered equitably

We know that differences in health outcomes are unfair, unjust and avoidable. Equity recognises that people with different levels of advantage require different approaches and resources to get fair health outcomes.

Over the past year, we have undertaken work to develop how we measure our non-financial service performance and our progress against our equity goal. The following measures differ from those in the 2020/21 Annual Report reflecting that work, to more accurately measure our service performance.

Our service performance measures now only include clients who were referred to our service on time by their lead maternity carer (by 28 days of birth) and were enrolled with us when that service was due to be delivered (for example at 50 days of age for a core 1 visit).

Key Indicators - 2021/22 year

1. Ensuring all pēpi, particularly Māori pēpi and Pasifika babies receive their core 1 visit on time.

We know the first core visit is critical as this is when a comprehensive health needs assessment is carried out and will set the scene for how people receive the rest of our service.

During 2021/22 we also delivered 11,682 core 1 visits to tamariki who were referred late to Whānau Āwhina Plunket.

Core 1 on time %

	2021/22	2020/21
Māori	63	62
Pacific	69	65
Non Māori, Non Pacific	82	79

2. Ensuring all pēpi, particularly Māori pēpi and Pasifika babies receive all Well Child Tamariki Ora (WCTO) core contacts in the first year of life.

We know this ensures that health and developmental issues are identified in a timely way.

First 5 core contacts on time %

	2021/22	2020/21
Māori	37	37
Pacific	34	33
Non Māori, Non Pacific	47	48

* The lockdowns and alert levels had a significant impact on our performance – as cores need to be completed in person.

3. Ensuring all our whānau and families are provided Sudden unexpected death in infancy (SUDI) prevention information at a core contact before 50 days of age.

Percentage of whānau who receive SUDI information before 50 days.

	2021/22	2020/21
Māori	69	65
Pacific	75	68
Non Māori, Non Pacific	82	78

Delivering towards our strategy

Our Strategic Themes guide our programme of work each year

Strategic Theme One: Pēpi, Tamariki and their families, whānau and communities are at the heart of everything we do.

Our services need to work for all our pēpi, tamariki, and their whānau and communities. That is why we put them at the centre of the design and delivery of all our services.

We deliver our services to whānau Māori in a way that respects their world view. Our services ensure that we deliver equitable health outcomes for all, and that everyone has access to our services in a way that works best for them.

At our 2021 AGM, our Board Chair Dame Fran Wilde launched the Whānau Āwhina Plunket Strategy 2021-2026.

This is a document we hold close as our guiding kaupapa. It sets out our vision, goals and priorities for five years.

Our strategy also reaffirms our commitment to Te Tiriti

o Waitangi as our foundation, and weaves the principles – Tino Rangatiratanga, Partnership, Active Protection, Equity, and Options for Māori – across our work. It also integrates Te Rautaki Māori – Ngā Pae o te Harakeke – our Māori Strategy that we launched in 2020, as it shapes our mahere mana taurite (equity journey).

Our strategy puts a commitment to pro-equity at the heart of our services. In fact, we have explicitly challenged ourselves with a goal to deliver all our services equitably by 2025, because we are committed to doing what's right for all pēpi, tamariki and whānau.

Our health care environment is changing. The creation of Te Whatu Ora – Health New Zealand and Te Aka Whai Ora – Māori Health Authority, and the Well Child Tamariki Ora review, mark the beginning of a new era for health care. Our new strategy positions us to meet the changing landscape and the needs of our communities.

Our strategy will also help us meet our vision: Kotahi mano ngā rā hiki te oranga mō ngā tipuranga i roto i te hāpori – In the first 1000 days setting the path of wellness in our communities, for generations to come.

Plunket Nurse and Lactation Consultant Vicky Kitchin tells us what our Strategy 2021-2026 means to her.



“Someone said to me once, “If you were born in Aotearoa then it’s like winning Lotto”. And for many people that is true – but not for everyone.

“I know this first-hand from my mahi in the community. I see whānau struggle with a lack of resources, lack of confidence and lack of information. I have, over time with study, developed an understanding of how this has come to be the case.

“My role is supporting Māori, Pasifika and high-needs māmā with their breastfeeding. Given how important breastfeeding is for short-term and long-term health, it is important that these whānau are given every opportunity to access support. Being with whānau on their journey with their tamariki growing, thriving, and living their best life together is a privilege and an honour.”



Auckland-based Kaiāwhina Krista Roy-Smith tells us what our Strategy 2021-2026 means to her.

“My role involves engaging with my harder-to-reach whānau. They can be harder to reach for many reasons including poor living conditions, crowded spaces, and trying to get by day-to-day on a low income. Sometimes it can be as simple as the whānau having a bad experience with the health care system, or not feeling supported or understood.

“My role has shown me the many different ways our tamariki are affected by the world around us. Living in a low-income community means whānau not having choices. Instead of sending their tamariki to a school with better programmes and more opportunities, their only choice is a school that has fewer resources. Low incomes mean less kai on the table. It can mean not being able to see a health care provider as there may not be one within walking distance.

It can mean poor and crowded houses, leading to more health issues.

“I am driven to give back to my culture – to stand up and tell them they matter, to be in their corner standing by their side cheering them on. Watching whānau on their journey with their tamariki growing, thriving, and living their best life together is a privilege and an honour.”

Te reo Māori translations launched on our website

In another important step to better meet the needs of whānau Māori, Whānau Āwhina Plunket officially launched te reo Māori translations on our website in May 2022.

The website plunket.org.nz is data free and one of the country's most widely read digital child health resources, with 1.8 million visits each year – almost 5000 a day. Now, visitors to the site can read the main pages and menu navigation in te reo Māori or English.

Fluent te reo Māori speaker Hera Black translated the web pages, working alongside our digital team. Ms Black has since joined Whānau Āwhina Plunket as Te Pou Whakarae (Chief Advisor).

“Providing critical health information and parenting support in te reo Māori is a really important step in making our digital platforms inclusive and accessible,” says Hera.

Parenting Bites

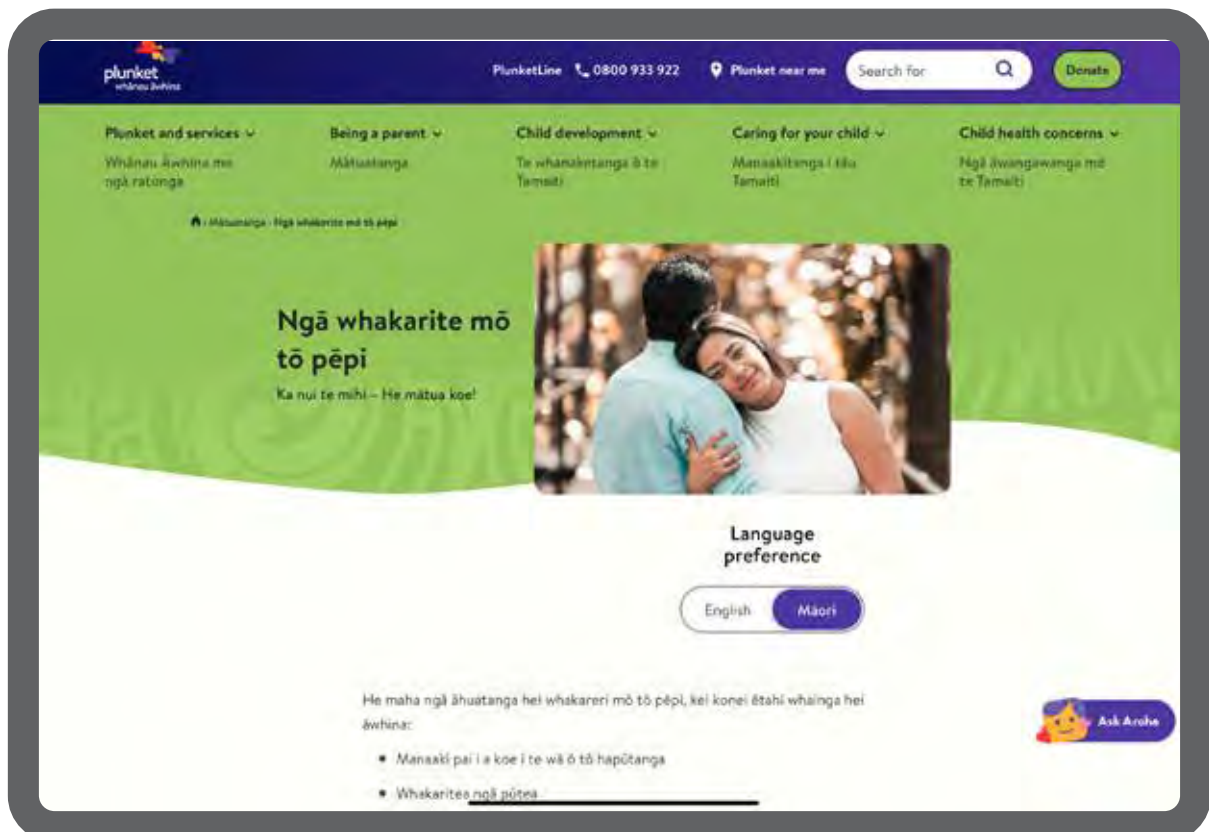
The brainchild of our Southern clinical and community services teams and volunteers during the August 2021 lockdown, Parenting Bites are short educational sessions about common issues that affect all parents, including sleep and settling, moving onto solids, and toilet training.

Regional Operations Manager, Te Wai Pounamu (South Island) Maria van der Plas says the sessions work well for people who find it easier to go online instead of having to travel.

“While the original idea was to provide the sessions during lockdown, they’ve been hugely popular with whānau so we decided to keep them going. It’s a great example of innovation coming out of the pandemic that has led to something that we can continue to use to support our communities,” says Maria.

“There’s been an added bonus of some of our colleagues in primary care joining the sessions, such as midwives and GPs, so we’re working together and providing the same information for whānau.”

Anyone in the South Island can attend Parenting Bites by registering via any South Island Whānau Āwhina Plunket Facebook page.





COVID-19 – unprecedented disruption to our services

The effects of the pandemic have been felt more keenly this financial year than in 2020/21, with rampant community transmission of the virus putting our workforce under enormous pressure.

Outbreaks of COVID-19 and winter illnesses forced many of our clinics into crisis staffing levels, causing unprecedented disruption to our ability to deliver our services.

A large proportion of our workforce has needed to isolate at various times this year, either from becoming unwell with COVID-19 themselves, being household contacts, or needing to care for dependents. During the 2021/22 financial year, our frontline health workers had a 65 percent increase

in sick and pandemic-related leave compared to the previous year. Most of this leave was taken between March 2022 and June 2022 at the height of community transmission.

The impact of the sheer volume of unplanned leave has had flow-on effects, making it difficult to plan and schedule services.

“This year has seen a constant juggle of workloads and re-evaluation of priorities. We are used to dealing with staff sickness, but with COVID-19, one case in the household has meant that a staff member would be off for at least seven days,” says General Manager Service Delivery Denise Shera.

Supporting our communities through the pandemic response

General Manager Service Delivery Denise Shera says the pandemic has been extremely tough on whānau, but frontline kaimahi have continued to support them throughout, despite the many restrictions.

“My heart goes out to everyone who has been parenting young tamariki during a global pandemic and subsequent lockdowns – we can never underestimate what a huge impact it has had on whānau,” Denise says. “I am immensely proud of the ways our kaimahi have supported whānau, despite the restrictions and many challenges we have faced along the way.”

Denise says one of the biggest challenges this year has been the widespread community transmission of the virus, stretching resources as kaimahi have needed to isolate.

“This is where we’ve really seen the benefits of the groundwork we’ve done throughout the pandemic. Many of the systems and processes we developed over lockdown have proved their worth as the pandemic has evolved, and we’re continuing to use these innovations as we face new challenges.

“Our prioritisation guidance ensures we work within our resources to see the whānau who really need us, while providing other flexible options for people who don’t need as much support.

“These flexible options include our drop-in clinics, virtual consultations, and our incredible PlunketLine team, who support whānau 24/7.

“We are also giving student nurses the opportunity to work in a healthcare environment while supporting our administrative teams, taking on the extra workload of managing appointments in a constantly changing environment.”

Denise says the spirit of innovation has continued as the impact of COVID-19 has become ever more apparent.

“Out of adversity comes innovation and by refining our processes throughout the pandemic, we’ve made huge headway with improving the way we deliver our services. These improvements will continue to make an impact in the years to come.”

Supporting whānau with winter illnesses – our Facebook live event on RSV

During 2021, Aotearoa was hit with an outbreak of respiratory illness – most notably respiratory syncytial virus (RSV) – that put hundreds of babies in hospitals around the country.

While respiratory and RSV outbreaks occur annually, the severity of the 2021 outbreak has been partly attributed to the 2020 lockdown, which may have prevented young babies from boosting their immunity against infectious diseases.

As a national health provider for children under five, we supported whānau with information and advice, with our PlunketLine team fielding a spike in calls

about respiratory illness of nearly 60 percent over July and August 2021.

We also hosted a live event on Facebook with our Chief Nurse and PlunketLine manager about RSV, to provide concerned whānau with another way to get information and advice on how to care for their tamariki.

The Facebook live event reached almost 7000 people, providing a valuable channel for supporting whānau and giving parents and caregivers practical advice during a very worrying time.



Whether facing COVID-19 or RSV, frontline kaimahi have continued their community support.



Hari huringa tau ki a Whānau Āwhina Plunket!

In May 2022 we marked a very special occasion – Whānau Āwhina Plunket’s 115th birthday.

In Karitāne in 1907, Mere Harper and Ria Tikini could never have imagined what Whānau Āwhina Plunket would become – Aotearoa’s largest provider of healthcare services for children under five.

There’s nothing in the world quite like Whānau Āwhina Plunket. Our organisation has helped

countless babies and whānau – quite possibly millions – over our 115-year history.

Ngā mihi nui to our kaimahi, volunteers, whānau and communities – and all the incredible people who have worked tirelessly over the years to make Whānau Āwhina Plunket what it is today.

Hari huringa tau ki a Whānau Āwhina Plunket!





Strategic Theme Two: Valuing and investing in our people to realise their potential

Our people are our most valuable resource. We must ensure they have the right skills, training, tools and support to work effectively, and to fully realise their potential.

We continue to build our understanding of te ao Māori and our tikanga knowledge and capability, so that Māori who access Whānau Āwhina Plunket services can receive them in culturally appropriate ways, including supporting hauora Māori models of care.

Where possible, we ensure that kaimahi Māori are available to work with whānau Māori. We are growing and strengthening our Māori workforce to support this mahi.

We know that a diverse and inclusive workforce will enrich our organisation and better enable us to deliver services equitably to all our communities.

Providing tailored learning opportunities for our kaimahi

We have continued to refine and develop our online learning platform, Te Māra, offering our kaimahi a personalised learning journey tailored to their

development aspirations and clinical knowledge needs.

Our kaimahi now have access to 110 courses to continue their professional growth. Fifty-eight of these courses provide specialised clinical learning. In the 2021/22 financial year, 858 kaimahi completed 6914 online courses. We created four additional courses, ran eight webinars, and reviewed and updated 36 existing courses.

We also gave our people the chance to attend external professional development through the Whānau Āwhina Plunket Professional Development Fund. The fund provides financial assistance for kaimahi attending external learning opportunities such as conferences, courses, university study or workshops.

In 2021/22, 203 kaimahi undertook external learning opportunities, covering a total of 8241 hours of learning with key topics being mental health, cultural and leadership development, and nutrition.



Plunket Nurse Vicky van der Meulen tells us about her journey learning te reo Māori, and how it has helped her connect with whānau Māori.

“This year, I’ve been learning level 1 and 2 te reo Māori through Te Wānanga o Aotearoa. My main goal was to be able to correctly pronounce the names of whānau, especially the pēpi I have in my caseload. Often in the past, I struggled to use correct pronunciation, and I have felt that names are often shortened or not said correctly to make it easier for me.

“In my caseload, I have around 44 percent of pēpi who identify as Māori, so I really wanted to incorporate the key principals of Te Tiriti o Waitangi. I recognised that language is really important in understanding cultural values, so I needed to increase my knowledge.

“I can now share what I have learned in the classroom with the whānau I am working alongside with their goals in parenting. I take every opportunity to discuss my journey in learning te reo Māori. As I pronounce names and say greetings and farewells in te reo Māori, I demonstrate tūhono and respect to work with whānau in partnership, and I make connections that encourage them to continue their journey with Whānau Āwhina Plunket.

“I feel proud of what I have achieved so far, and I’m looking forward to continuing my learning.”



Learning Pathways

An important part of our Learning & Development Framework is our Learning Pathways, designed to provide different kaimahi groups with quality learning opportunities and equip them with the skills they need to succeed in their role. We will continue to refine the Leaders Learning Pathway, Clinical Leaders Pathway and Cultural Safety Advanced Skills Pathway we put in place this year.

Kōrero Mai

Kōrero Mai 2022 – our staff survey – gave our kaimahi the chance to share their thoughts on our culture and strategy, and for us to understand what influences their level of engagement.

"It's one way for us to learn how committed and proud our kaimahi are to work for Whānau Āwhina Plunket," says Katie McEwan, General Manager People & Culture.

This year, we achieved a record participation rate of 76 percent, giving us valuable insight into what it's like for our kaimahi to work for our organisation.

Highlights of the survey were in the areas of pro-equity, wellbeing and engagement.

We received strong results against five questions related to pro-equity signalling that collectively we are focused on our strategic pro-equity goals. This was further reinforced by kaimahi perceptions of our ability to prioritise access for Māori, Pasifika and high-needs whānau increasing from 5.6 to 7.1 (out of 10) on the comparative question in the 2019 survey.

Through the survey kaimahi told us that that the organisation communicated effectively during the pandemic – managing both our business and our people well through this time. They also affirmed that managers

act decisively when wellbeing concerns are raised.

Engagement is a measure of the extent to which kaimahi feel connected and committed to Whānau Āwhina Plunket, motivated to do their mahi or put in extra effort. Recent research indicates the New Zealand engagement average dipped from 70 percent (2021) to 63 percent (2022) due to the pandemic.

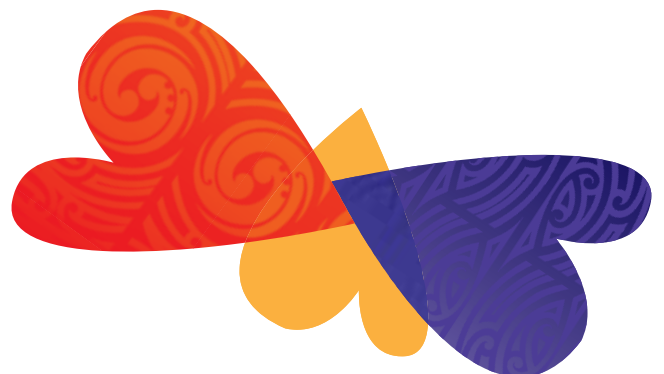
"It is truly encouraging that Whānau Āwhina Plunket's result of 68 percent is above the current average, and that our kaimahi feel proud to work for our organisation and are willing to go the extra mile to achieve great things with the whānau we support," says Katie.

All kaimahi will now take part in a kōrero about their team's own Kōrero Mai results with their manager, and work together on the things they can start doing, stop doing or do more of, to make their day-to-day experiences at work the best they can be.

Health and Safety Uplift Programme

This year, we have implemented a range of health and safety initiatives implemented as part of our Health and Safety Uplift Programme. We are committed to keeping our kamahi and the whānau we serve safe by building a strong health and safety culture and minimising health and safety risks.

We introduced Risk Manager, our new incident management system, which you can read more about on page 30. Other improvements made in the year include increasing controls in relation to exposure risk to infectious diseases, supporting the mental health and wellbeing of kaimahi through the challenges of the pandemic, strengthening our support for kaimahi working alone or in remote locations and improving the safety and security of tamariki at our sites.



Hui-ā-tau

Over 100 kaimahi Māori from across Aotearoa logged in for the inaugural virtual Hui-ā-tau, a two-day wānanga that offered a range of workshops and kōrero for kaimahi Māori to share insights and increase their cultural confidence, while celebrating what it means to be Māori at Whānau Āwhina Plunket. The theme for the wānanga was 'Whakamana te tangata! Empower the individual!'

Katie McEwan, General Manager People & Culture, says the Hui-ā-tau was an opportunity for kaimahi Māori to come together as a collective, to celebrate, and to harness the magic of all that it means to be Māori within Whānau Āwhina Plunket.

"Whānau Āwhina Plunket is ambitiously steering our waka towards improving outcomes for Māori. We also have strategic objectives to hire more kaimahi Māori, accelerate their development, and hold onto them so we can soak up their unique skills and mātauranga to improve our services," Katie says.

"The Hui-ā-tau was a great success, and gave us valuable insights into how we can continue to learn from our kaimahi Māori, while providing opportunities for development within our organisation."



The virtual hui-ā-tau was hosted by Kaiarahi Maori Patrick Salmon.





Strategic Theme Three: Partnering with communities

We are privileged to be a trusted part of communities across Aotearoa.

We intend to work in partnership with iwi and Māori organisations to achieve pae ora (healthy futures). As we collaborate and partner with other communities and population groups, we continue to improve our knowledge and better understand their specific needs.

By building strong relationships with community groups and other providers, we continue to develop our response to the needs of different populations to achieve equity in our service delivery.



*Pēpi Penapena
co-founder
Helen Mountain
Harte (1942-
2019) with
her mokopuna
Adeline Maia*

Tūpuna Parenting

Whānau Āwhina Plunket formed a strategic partnership in late 2021 with Tūpuna Parenting, a movement reclaiming traditional Māori parenting practices to grow pēpi and tamariki into the rangatira (chiefs) of tomorrow.

The partnership has seen two groups of 14 to 16 Whānau Āwhina Plunket kaiāwhina each attend the Tūpuna Parenting learning journey, delivered via Zoom over a period of six months, grounding them in te ao Māori parenting kaupapa. We have 50 kaiāwhina across the motu and all are expected to participate in this kaupapa over the next two years.

The Tūpuna Parenting movement was founded by Pēpi Penapena CEO Elizabeth Emere Harte (Ngāpuhi, Ngāti Porou) and Chairman Dr Hirini Kaa (Ngāti Porou, Ngāti Kahungunu). They are delighted with the collaboration saying that this is a pivotal move for Māori and that the ways of tūpuna can help Aotearoa parents become gentle, respectful and loving for their tamariki, just like tūpuna Māori were.

Whānau Āwhina Plunket National Educator Māori, Waikura Kamo, says the kaupapa was welcomed by the kaiāwhina.

“Our partnership with Tūpuna Parenting is a crucial relationship whilst on our pro-equity journey. Joining Tūpuna Parenting on this movement has helped us all to better understand and how best to awahi whānau Māori from a te ao Māori world view. The course is deeply embedded in mātauranga Māori, which brings practical relevance to today's modern parenting,” she says.

The Tūpuna Parenting learning journey is called Ngākau Aroha Parenting, and its delivery within Plunket has been funded by Oranga Tamariki. Whānau Āwhina Plunket is the first organisation to join the Ngākau Aroha Parenting learning journey.

Nā ngā ringa aroha, nā te ngākau atawhai, ka ora ai te whānau.

From loving hands, from a gentle heart, comes life for the whānau.

Helping Pasifika communities through COVID-19 anxiety

The national COVID-19 lockdown put increased stress on the Pasifika community, with social isolation making it difficult to access their usual support networks. Many were also hard hit by the socio-economic impacts of the level-four lockdown, which exacerbated existing issues: precarious employment, poverty, and poor-quality, overcrowded housing.

Te Hīringa Hauora (Health Promotion Agency) developed the Mana Pasifika campaign to support Pasifika communities by showing the importance of staying safe and connected, and encouraging Pasifika people to seek help. The campaign featured a series of videos about the mental wellbeing journeys of Pasifika people, to remove any stigma around asking for help and show our Pasifika communities they were not alone.

We supported the campaign by hosting the videos targeted at hapū māmā and new parents on our website, to increase their reach and help our families learn how to access support.

Strengthening our relationships

At Whānau Āwhina Plunket, we value our close working relationship with other organisations. This year, we strengthened our ties with the New Zealand College of Midwives and Family Planning New Zealand, two organisations that provide critical support to whānau.

Chief Executive Amanda Malu says by combining knowledge, skills and experience, our organisations can accomplish more collectively than we could alone.

“We are, after all, working towards the same goal – to support pēpi, tamariki, whānau and communities. By using our collective expertise, we can explore ways to better reach those who need us most, and provide the best, most appropriate support to whānau.”

Facebook live events

Our popular Facebook live events allow us to reach whānau in their own homes, with topics that are relevant to them. Our live chats reached more than 113,000 people this year. By inviting experts from other services and agencies to join us, we can use our collective social media reach and platforms to provide whānau with the most up-to-date information and advice on common parenting topics.

We have been fortunate to host various health professionals and other experts on our Facebook live events this year, covering topics from skin issues, immunisations, and COVID-19 to emergency preparedness, play and the importance of reading.

Thanks to Starship Children's Hospital, the Paediatric Society of New Zealand, Hawke's Bay Civil Defence Emergency Management Group, Water Safety New Zealand, the Immunisation Advisory Centre, Move it Mama and BestStart for joining us!



Better, together – partnering through lockdown

The COVID-19 lockdowns held in 2021 led to a strengthening of relationships between Whānau Āwhina Plunket and other organisations.

Although unable to see whānau face-to-face, our kaimahi worked closely with other community organisations to get people the help they needed.

When the government announced the country would go into an Alert Level 4 lockdown in August 2021, the team at Te Tihi o Ruahine Whānau Ora Alliance, which includes He Puna Hauora, and the Iwi/Māori leadership group within the MidCentral District Health Board region' sprang into action – setting up a hub to distribute kai and resource packs in just a few days.

While the team had kai for whānau, it didn't yet have anything to put the food in for distribution.

“We didn't have any bags or boxes to put the kai into and didn't really want to spend money on them, which



The local Whānau Āwhina Plunket team was able to work with other organisations to support communities during lockdown.

would reduce what we could give to whānau in the way of kai,” He Puna Hauora Manager Kim Savage explains.

Enter the local Whānau Āwhina Plunket team, who were able to koha some branded bags, as well as toothpaste, toothbrushes, hand sanitiser and other hygiene items.

Palmerston North-based Kaiarataki Māori Jackie Foss says the Whānau Āwhina Plunket team was only too happy to help.

“We were able to give them what they needed to distribute their kai, as well as providing extra items that would help whānau who are facing even tougher times during lockdown,” Jackie says.

The hub provided around 200 top-up kai packs every day to whānau in Tararua, Palmerston North and Manawatū.

Jackie says contributing the bags and other supplies was a team effort, with everyone chipping in.



Jackie Foss

Community connections

Whānau Āwhina Plunket has long enjoyed a collaborative relationship with other Well Child Tamariki Ora providers and other support agencies across the social, health and education sectors. Each of these organisations offer an amazing variety of services, and our relationships with them means we can partner to get the best outcome for our clients.

General Manager Service Delivery, Denise Shera, says it's important that all whānau and families have a choice about their Well Child Tamariki Ora service, and we

want to make sure they get the best outcome no matter which provider they choose.

“By working closely with our Well Child Tamariki Ora colleagues, we can also share resources such as professional development opportunities, so that we're all doing what we can to give whānau the service that best suits their needs.”



Kick-starting our new Rotorua community hub

With cornerstone funding from the Plunket Foundation, fundraising for the new Rotorua community hub moved to another level this year with significant financial support from BayTrust and the Lotteries Grant Board.

The Whānau Āwhina Plunket Rotorua clinic and community rooms on Pukuatua Street has supported generations of tamariki but it had seen better days and is no longer meeting the community's needs.

Regional Operations Manager for the Central Region, Viv Edwards, says the Rotorua team has been split across two buildings.

“Our nurses, kaiāwhina, managers and administrative kaimahi were in separate offices to the community services, which was not practical or whānau friendly,” Viv says.

“This new build will bring the community services and clinical services in with the nurses to create a welcoming hub for the community so that we can have all our services under one roof.”

More than 1000 new babies enrol with Whānau Āwhina Plunket annually in the Te Whatu Ora – Lakes area, with around 5,000 tamariki currently enrolled and more than 3500 in Rotorua alone.

The trustees, funders, staff, and community are excited about the new one-stop central hub; however, we still have a little way to go to reach our fundraising target.

If you're interested in supporting the Rotorua rebuild project, please get in touch by emailing philanthropy@plunket.org.nz

Whānau Āwhina Plunket volunteers win 2022 Minister of Health Volunteer Award

In June 2022, the dedicated team of Whānau Āwhina Plunket volunteers took out a win at the annual Minister of Health Volunteer Awards.

The volunteers for the ‘Breastfeeding Works!’ peer support programme in South Canterbury won the Outstanding Achievement award in the Health Care Provider Service Team category.

Whānau Āwhina Plunket breastfeeding peer counsellor administrator, Megan McNeill, coordinates the programme. She says the award recognises the important role volunteers play in supporting māmā and whānau.

“We're all really excited. It's so wonderful to be recognised and respected on a national level for the work our volunteers do that makes such a difference in the community,” Ms McNeill says.

“I hope it inspires other people to take up a volunteering role. It's really rewarding – there's nothing quite like the satisfaction of knowing you've helped someone.”

The team of 14 Breastfeeding Works! volunteers work throughout South Canterbury and are trained to provide breastfeeding support to any whānau that needs extra help. This ranges from māmā establishing breastfeeding with a newborn, to those returning to work or looking to move on from breastfeeding. They have supported more than 200 whānau over the past year.

Ms McNeill says the programme takes a holistic approach, supporting whānau not just with breastfeeding, but with feeling confident in their new role as parents.

“Our whole vision is not just breastfeeding education or practical help. It's the wrap-around support we provide whānau throughout their feeding journey by walking alongside them mother-to-mother,” Ms McNeill says.

“Part of the programme is that every volunteer is a māmā themselves; they've had their own feeding journey and they can relate to that experience. It's so rewarding to see māmā flourish as they build their confidence with their whānau and new baby.”





Strategic Theme Four: Whānau Āwhina Plunket is a learning organisation fuelled by knowledge, data and insights

Whānau Āwhina Plunket continues to build an innovative and agile organisational culture that can adapt rapidly to the changes we will face over coming years.

As we pursue our goal of delivering services equitably by 2025, we remain focussed on ensuring we have the right services delivered through the right channels, with the right resources and ways of working. We also continue to use our technology, data and insights to improve our services and deliver them more efficiently.

Fundamental to all of this, is our ongoing focus on securing appropriate levels of funding and making sure we are financially sustainable.

Shifting the dial – our progress on closing the equity gap

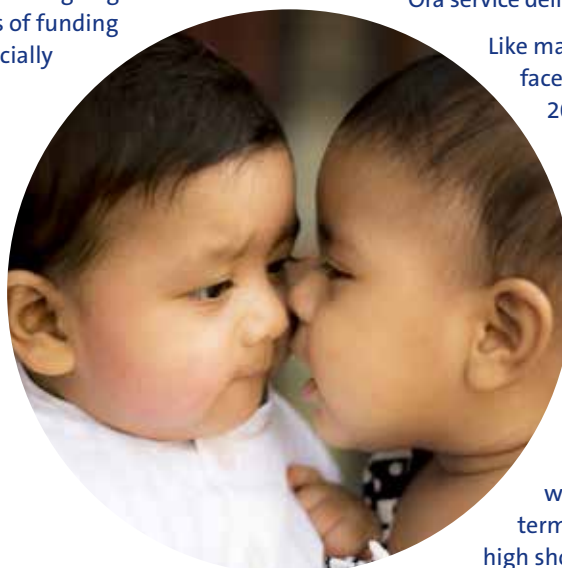
Whānau Āwhina Plunket is changing. We are becoming a contemporary organisation that is in tune with the needs and challenges of raising tamariki now. We are committed to te Tiriti o Waitangi and on achieving our goal of equitable delivery across our services by 2025.

We know that differences in health outcomes are not only avoidable but can be unfair and unjust. Equity recognises that people with different levels of advantage require different approaches and resources to get equitable health outcomes. The route to achieving equity will be accomplished through treating everyone according to their needs.

We are proud of the progress we have made towards our pro-equity goal. Our performance in Well Child Tamariki Ora service delivery tells an encouraging story.

Like many health care providers, we faced significant disruption in 2020 and 2021. In spite of these disruptions, we saw a shift in our delivery towards whānau Māori, and Pasifika and high-needs families.

- We delivered more total core contacts in 2021/22 to whānau Māori than in 2019/20.
- We delivered a higher proportion of contacts to those we assessed as having high long-term needs and to those who have high short-term needs than in 2019/20.



Growing our kaimahi Māori

We have worked to increase our kaimahi Māori and our efforts are paying off.

We have 41 FTE kaiāwhina currently – double the number from 2019. Around 15 percent of our Well Child Tamariki Ora workforce are Māori, more closely representing our population, with around 19 percent of our Well Child Tamariki Ora clients identifying as Māori.



Changing the way we deliver our services to meet the needs of whānau

In one of our most significant changes towards our pro-equity goal, we have developed guidance for kaimahi to prioritise our service to those who need us most to achieve equitable service delivery.

Our prioritisation guidance builds on the Prioritised Virtual Service that we developed in April 2020 in response to the first COVID-19 lockdown, and on our First Engagement project launched in January 2021, which set out clear processes for welcoming whānau into our service. This allows us to see those who need us most as soon as we can. First Engagement and our prioritisation guidance are all part of our work to embed processes that make sure we reach our goal of delivering our services equitably by 2025.

“We know that if we engage people in our services early and well, they’re more likely to see us regularly in the crucial first year of a baby’s life. Changing our processes so we take everyone’s needs into consideration from the moment they’re referred to us, is what will ultimately close the equity gap,” says General Manager Service Delivery Denise Shera.

“The days of Whānau Āwhina Plunket’s one-size-fits-all approach have long gone, and we are working deliberately to address the inequities that persist in

Aotearoa. From the moment we receive a referral, we have processes in place to make sure we see whānau Māori, and Pasifika and high-needs families as soon as we can for that all-important first appointment.

“By spending the most time with whānau with the most need, and delivering our service in a way that responds to whānau rather than expecting them to fit in with us, we’re playing our part in closing the health gap that has persisted for all too long.”

Denise says with clear and robust systems in place, kaimahi know exactly how to arrange their appointments in order to get the best outcomes for everyone.

The approach is paying off. We have found that despite the pandemic-related reduction of our services over 2020 and 2021 – when our ability to see whānau in person was severely limited by lockdowns, especially in Auckland and Northland – we delivered a higher proportion of appointments to whānau Māori, and Pasifika and high-needs families than in 2019/20.

With our prioritisation guidance now firmly in place, we’re confident this trend will continue. We are closely tracking our performance to Māori whānau, and we believe we are well on our way to achieving our equity goal set in our new strategy.





Improving our data analysis and performance framework

Achieving our goal of equitable service delivery by 2025 requires reliable and consistent data about the ethnic, and other characteristics of our communities. We need this data to identify the nature and extent of disparities, to target our pro-equity efforts, and to monitor progress.

We have significantly improved the way we collect and analyse data, giving us a more complete view of the whānau we serve and helping us better understand our performance for Māori, Pasifika and high-needs whānau.

Measurement, reporting and benchmarking are critical to improving the way we deliver our services – helping us target the whānau and tamariki who most need us.

We have built a suite of service performance measures and targets against which we will monitor and track our progress towards achieving equitable service delivery by 2025. Over the coming year, we will continue to refine and build on these measures as we develop our internal performance framework further. This will strengthen our understanding of what is driving our results so we can take the necessary actions to further reduce the equity gap. We intend to report our performance against these key service measures as part of next year's annual report.

Building our cultural capability

Playing our part in delivering equitable outcomes for whānau Māori means we need to 'walk the talk' and improve our internal capacity and capability.

In May 2021 we started rolling out the four-week online course, Be a Better Treaty Partner, designed to support Whānau Āwhina Plunket's pro-equity journey. This programme provided all our kaimahi with information and resources to increase their knowledge of our country's history, Whānau Āwhina Plunket's whakapapa, and some of the issues we face in Aotearoa.

All of our kaimahi have completed the Be a Better Treaty Partner programme, to help them understand their own bias and privilege. This programme supports our kaimahi to be anti-racist in their service delivery and to build understanding of how to achieve equity.

Feedback about the course remains overwhelmingly positive, with kaimahi appreciating the insightful and challenging content. To continue integrating te Tiriti principles into the day-to-day mahi at Whānau Āwhina Plunket, new kaimahi are automatically invited to the course, which runs monthly. We have also followed up this course with live online learning events run by a te Tiriti expert.

Encouragingly, our kaimahi survey – Kōrero Mai – showed that 71 percent of our kaimahi believe we are better positioned to deliver on our pro-equity goal for Māori, Pasifika and high-needs whānau, an increase of 15 percent since the 2019 survey.

Kaimahi profile

Community Karitāne Rezwana Nazir tells us what our new strategy means to her.

“We see first-hand poorer health outcomes for Māori compared to non-Māori. Colonisation has adversely impacted the health and wellbeing of Māori whānau, who have the poorest health status of any ethnic group in Aotearoa.

“Knowing about health inequities for Māori and Pasifika, I personally feel motivated to put my effort where it is most needed. I see many migrant families, many of refugee backgrounds, with

challenging problems including mental health issues, unemployment, family violence, language barriers, isolation and racism. I am very fortunate to have Whānau Āwhina Plunket as a platform to improve the health and lifestyles of this priority group side-by-side with our nurses.”



PlunketLine – a reassuring voice, 24/7

For parents and caregivers, PlunketLine is there whenever they need a reassuring voice – no matter what time of day, or day of the year.

The pandemic has changed the way we access healthcare services. The PlunketLine team has been the backbone of Whānau Āwhina Plunket’s COVID-19 response, providing advice and information virtually even when our ability to see whānau face-to-face has been limited by lockdowns and restrictions.

“For almost three decades, PlunketLine has been the first point of call for more than 100,000 parents and caregivers every year. Our team of 26 registered nurses, available 24/7, have provided an invaluable service to countless whānau, listening to and helping parents and caregivers in their time of need every day,” says PlunketLine Manager Tania Dick.

“During the pandemic, whānau have told us over and over again that they really appreciated our constant presence throughout the pandemic.”



Tania says the PlunketLine team is seeing an increase in calls from parents and caregivers concerned about their child’s health,

particularly when they’re experiencing respiratory symptoms.

“We all know our health system is under immense pressure. This, combined with parents being reluctant to take their unwell tamariki to wait at health care facilities, has led to more people reaching out to our PlunketLine team when their children are sick.”

Tania says there’s nothing more worrying than when your tamariki is unwell and you’re not sure what to do.

“This is where our PlunketLine nurses really shine. They not only provide sound clinical advice, they’re also adept at reassuring parents and caregivers and easing their anxiety by giving them clear steps to take to help their tamariki.

“Callers also have the option of requesting that one of our nurses call them back as soon as they can – this can be particularly useful if they’ve got a crying baby to deal with! Our nurses promptly call them if they’ve requested this service.

“PlunketLine has always been a much-loved and highly valued service – and now we’re really starting to see the possibilities that virtual and telehealth services offer.”

Digital improvements and innovations

Technology plays an important part in our frontline workers' daily lives, creating efficiencies and streamlining their approach. It is crucial to the way we reach whānau, especially as the pandemic has fundamentally changed the way people communicate. We are constantly striving to improve our digital technology, to make the most of new opportunities to support kaimahi and whānau.



Using technology to manage our appointments

In 2021/22 we introduced a new appointment management system to save time – and a few headaches!

One of the major pain points, identified by our kaimahi, was the administrative burden of managing appointments in both our electronic health record (ePHR) and Outlook. The new system automatically sends appointments from ePHR to Outlook making it a one-step process.

Amy Allan, a Whānau Āwhina Plunket nurse based in Nelson, says the appointment management system has been an amazing change to her day-to-day role.

“The new system makes everything a lot smoother, you have less chance of mistakes, and no more double bookings. It just makes so much more sense.”

Managing incidents the easy way

We also introduced Risk Manager, our new incident management system.

Risk Manager is a tool to enable health and safety, clinical, privacy and security incidents and near misses to be reported and managed. It supports our kaimahi to speak up about these events and collaborate to find solutions, helping Whānau Āwhina Plunket to be a continuously learning and improving organisation. With the wealth of data we can now access through Risk Manager, we will build on our health and safety, clinical, and privacy and security improvements as we continue to keep our people and whānau safe.

The Risk Manager app can be used remotely via any mobile, ensuring all kaimahi can access it on the go and without the need for paper forms.



Our popular website

Visits to our website have increased enormously since its upgrade in June 2020. In fact, visits to what we now call Tūhono Mai have almost doubled in the past year alone.

Nominated a free data website by the Ministry of Health, so all whānau can access the support they need even if they have no data, the website contains a wealth of information on parenting, Whānau Āwhina Plunket services, and common health issues.

The website has gone from strength to strength, with our Digital Technology and Innovation team making sure it meets the changing needs of whānau.

“Many new parents get much of their health information online – and our website provides accurate and up-to-date information that people can trust,” says Kat O’Sullivan, Head of Digital Technology and Innovation.

“Visits to our website have grown exponentially since we first launched it, and we’re constantly reviewing our content and how we present it to whānau.

“For example, with around 70 percent of website visits made from mobile phones, we know this is how most people like to access it. We’ve made sure all our content is optimised for mobile so they get the best website experience.”

Kat says one of the things COVID-19 has highlighted is the importance of digital platforms.

“Every parent’s experience is unique, and we want to make sure we’re there to support if and when they need us, and in ways that work for them.

“Tūhono Mai is accessible, culturally appropriate and easy to navigate, designed and inspired by the needs of Kiwi whānau through extensive and ongoing customer research. We’ve also added te reo translations this year to our main pages and menu navigation.”





Strategic Theme Five: Using our knowledge and influence to improve the health and social system

Whānau Āwhina Plunket has a professional workforce and one of the largest and most comprehensive databases of children up to five years of age. We continue to use our knowledge, data and insights across the health and social system to advocate effectively for equitable outcomes for pēpi, tamariki and whānau.

Sharing our knowledge with health and social service providers enables us to develop innovative approaches together aimed at achieving equitable health outcomes for our communities.

Representation on national committees

Our kaimahi are experts at what they do – and they keep up with best practice by collaborating with other organisations and representing Whānau Āwhina Plunket and the whānau we serve at a national level.

Our kaimahi take part in expert committees and advisory panels, lending our voice and our independent, expert advice, to influence the health sector and advocate for our youngest tamariki.

Whānau Āwhina Plunket kaimahi have taken part in:

- Federation of Primary Health
- National Council of Women of New Zealand
- Board of the New Zealand Breastfeeding Alliance
- Wharangi Ruamano – Māori Nurse Educators across Aotearoa
- Well Child Tamariki Ora review Clinical Advisory Group
- Well Child Tamariki review Technical Advisory Group
- Well Child Tamariki COVID-19 interim Clinical Governance Group
- Nurse Executives New Zealand
- Nurse Educators Tertiary Sector New Zealand
- Tupeka Kore Expert Advisory Group
- Expert Advisory Group National SUDI Prevention Programme
- National Child Health Council Australasia
- Australian Association of Parenting and Child Health

These forums allow us to bring our social knowledge, experience, views on health problems, and solutions to the health system. We take part in group problem-solving and present our points of view. And, best of all, we learn from those around us.

Standing for the aspirations of whānau and tamariki

As Aotearoa's largest provider of support services for the development, health and wellbeing of tamariki under-five, we hear and see the things that matter most to whānau, and the barriers that get in their way.

We also know every parent needs support at some stage, and the challenges parents face can be complex and affect any of us at any time.

We believe that everyone benefits when we put the needs of tamariki first. We will continue to influence decision makers, demand better policies, and call for systems of governance that are responsive and equitable.

A powerful way to get our voice heard and champion the aspirations of whānau is through the media, to highlight issues and prompt decision-makers to think – and act – differently.

Nursing shortage

In May, we joined forces with Family Planning New Zealand to express our disappointment that overseas nurses have been left of the government's fast-tracked 'straight to residence' pathway, and to call on Immigration Minister Kris Faafoi to reconsider the decision.

Chief Executive Amanda Malu says the decision to omit nurses from the fast-tracked list was short-sighted.

"We have 28 nursing vacancies in the Auckland region, including 16 full-time positions in central Auckland and 12 in Counties Manukau. We need all the help we can get to fill vacancies in the sector and putting nurses in the 'straight to residence' pathway will remove barriers."

Child poverty

We also used our profile to express concern about the findings of the Child Poverty Monitor data, which showed that just under nine percent of Pākehā children are experiencing material hardship, but that rate is nearly double for both Māori children and children with disabilities at about 20 percent, and just over 25 percent for Pasifika children.

"Our tamariki cannot be healthy without addressing the serious and significant impacts of poverty such as material hardship and secure housing," says Ms Malu. "We need to level the playing field for our Māori, Pasifika and children who have disabilities by demanding strategic investment in our tamariki."

At a policy level, there have been some positive changes in recent years such as the increase in paid parental leave, the introduction of the Best Start payments and increases to the Working for Families tax credit, but the Child Poverty Monitor illustrates that we have not gone far enough or fast enough.

Online babysitting course

Our new online babysitting course gives teens the knowledge and skills they need to safely babysit children of all ages. It's perfect for teens who are serious about doing regular babysitting, and gives them a point of difference when approaching potential employers – plus they can complete the course from anywhere in the country.

Designed for high school students aged 14 and over who want to earn some pocket money through babysitting, the course uses fun and informative videos, quizzes and activities divided into nine modules.

The course has proven popular, with 487 registrations since it was launched in November 2021.

National coordinator Plunket education in schools Maire Perrott says the course meets the demand from students and parents for a quality babysitting course that is available across the country, and during COVID-19 restrictions.

"The online course supplements our in-person courses offered in various locations and fits well with Whānau Āwhina Plunket's philosophy of promoting the wellbeing of children under five," she says.

On completion of the course and the final quiz, students receive a Whānau Āwhina Plunket certificate to show potential employers. Students also receive a babysitter's manual that supports all the information learned in the online course.



Challenges of fundraising in a COVID-19 environment

New Zealand has more than 28,000 registered charities. This means we have one of the highest per capita number of charities in the world. Charities are a significant part of the everyday lives of New Zealanders – and they're all feeling the pressure from the pandemic.

During the lockdowns, we saw increased demand for our services from communities in need of unparalleled levels of support. This was coupled with uncertainty about future income as fundraising events were cancelled, revenue from donations dropped, and additional costs were incurred in the scramble to adapt services to the crisis situation.

The ongoing impact of the pandemic means the future for charity giving remains uncertain. Households have less disposable income, and less money to give to charity. We're seeing the impacts of this reflected in our figures.

During 2021/22 the key drivers of this reduction in our fundraising revenue included:

- annual inflation is at 7.3 percent, with the increase in the general level of prices running at its highest for more than 32 years. Source: Stats NZ
- philanthropic organisations have had reductions in

their revenues and had less to pass on to charities

- Whānau Āwhina Plunket's fundraising events were postponed or operated within limited numbers during the multiple lockdowns.

Our original 2021/22 fundraising budget was \$7,053,538, and the end-of-year revenue was \$6,917,000 with a resulting deficit of \$136,538.

There's no doubt COVID-19 has put the charity sector under enormous pressure with less funding and more demand. Nonetheless, we are looking at ways to adapt our fundraising approach to be nimble, cost-effective and open to any new opportunities that arise.

We are continuing to focus on the great work being done in the community by our hard-working kaimahi, and presenting these stories to our donors and stakeholders. These stories paint a powerful picture of how our revenue from fundraising, donations and grants is used – to make a tangible difference in people's lives.

Celebrating mothers with Harraways

For the second year running, Whānau Āwhina Plunket partnered with Harraways as the naming partner for our Mother's Day campaign. More than 500 breakfast packs were sold, with the chance to win the Ultimate Morning Experience.

We also coordinated a donation appeal as part of a wider campaign to celebrate Mother's Day and Whānau Āwhina Plunket's 115th birthday.

Focusing on all New Zealand mums, the campaign was covered on social media, radio, print and TV media, including New Zealand Herald, New Zealand Woman's Weekly and TVNZ Breakfast. The campaign performed exceptionally well, gaining potential exposure to over 1.4m consumers with multiple viewings.



Celebrating 30 years together

Not only did we mark Whānau Āwhina Plunket's 115th birthday in 2022, we also celebrated 30 years of enduring relationship with long-term partner Huggies™ (Kimberly-Clark).

Whānau Āwhina Plunket CE, Amanda Malu, related the partnership to that of a happy marriage, where the corporate and not-for-profit sectors have stood the test of time of 30 years together.

"I am immensely proud to be part of a charity organisation where together we have created such a meaningful and sustainable partnership with a brand such as Huggies.

"In today's world, more and more consumers are looking to businesses to deliver community outcomes as part of their overall strategy. Partnerships like ours with Huggies demonstrate the added value and support commercial organisations can bring to the not-for-profit sector," says Ms Malu.

"Thanks to Huggies, over two million premium nappies have been gifted to our most vulnerable families since 2017 through our Plunket Nappy Bank in Auckland and Christchurch. For some, this can be the difference between being able to afford basic fruit and vegetables for their children to have a healthy diet."

This campaign raised additional funds for Whānau Āwhina Plunket to offer free parenting courses and access to family centres, additional support groups and specialised mental health services.

The Whānau Āwhina Plunket and Huggies partnership was established in 1992 and it has since been supporting Kiwi families with Huggies sample products from antenatal to new baby stages, through to toilet learning, bedwetting protection and swim pants. Huggies' dedication to producing the highest quality products for baby has seen the company become Whānau Āwhina Plunket's only 'endorsed' partner.



HUGGIES



Thank you to our partners, funders and donors

Whānau Āwhina Plunket is privileged to have the continued support of individuals, organisations, trusts and foundations to help us make a difference of a lifetime for whānau and tamariki. Our dedicated team continues to build strong relationships with funders while working with Whānau Āwhina Plunket's frontline teams to identify and support priority services and funding needs.

Partners

- BestStart celebrated its eighth year as Whānau Āwhina Plunket's Star Partner. BestStart also held its seventh annual Plunket Appeal raising \$32,928 and bringing the combined total raised from the appeal to over \$272,000 since 2016.
- The Warehouse introduced Whānau Āwhina Plunket branded totes for sale in Warehouse Stationery stores and have been supporting fundraising with their MarketClub app.
- Dettol ran its annual Pick Me Help Plunket campaign in-stores with a robot vacuum up for grabs, supporting our partnership.
- Suzuki collaborated with us to create car seat installation videos to support our mahi with injury prevention.
- Resene continued its national partnership and contributed additional funding to support various Whānau Āwhina Plunket building projects and the

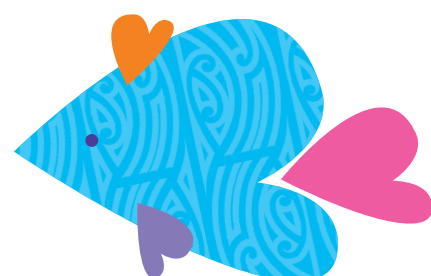
Very Important Plunket Person volunteer recognition awards. Resene's *Pots for Tots* campaign also raised over \$3,300.

- The Earthquake Commission continues to provide education to whānau with ways to make homes safer in the event of a natural disaster.
- New partners, Bayleys Realty Group will support Plunket's ongoing property sale project, while Generation Homes are the build partner for the new clinic in Rotorua with both providing donations to support ongoing community service programmes.
- Regional and local partners continue to support whānau in their communities including Auckland Council and Stone's Fabric Industries (Christchurch).

Donations

Thank you to our 1,398 supporters who provide a monthly donation to our Bright Beginning programme. They contributed more than \$387,000 in 2021/22, which is vital to keeping services available to all. Their ongoing support helps to ensure whānau can remain connected and supported within their community throughout their parenting journey.

Thank you to our loyal individual donors who have donated \$510,000 this year. This support and commitment ensures more families feel encouraged and have access to the services they need.





Major Gift Programme

We're delighted to have support from the Wright Family Foundation. The Foundation has generously supported our work and our people since 2014. Its support has enabled key activities including the Whirihia programme (a kaupapa Māori pregnancy, childbirth, and parenting programme in the Waikato), and PlunketLine's breastfeeding video conferencing service, established with the Foundation's support in 2018. Last year alone, 1,323 breastfeeding support sessions were provided using video conferencing.

The Rainbow Trust generously provided funding to support the delivery of PlunketLine Services for NZ whānau. Thanks to their support, last year, PlunketLine handled more than 99,000 calls from our whānau.

JB Hi-Fi and its staff supported Whānau Āwhina Plunket monthly through the 'Helping Hands' workplace giving programme. This programme allows all JB Hi-Fi employees to donate to charity partners,

through regular payroll deductions. JB Hi-Fi matches staff contributions dollar-for-dollar, doubling the positive impact.

The Rosser Foundation generously provided funding for the renovation of our Porowini Avenue building (in Whangārei) providing a warm and welcoming hub for local staff and whānau.

The Murray family supported our Auckland Region by providing funding to upgrade heat pumps in six different Plunket buildings. Thanks to its support, we can provide a warm welcoming space to more than 10,000 whānau in the greater Auckland region.

The Holdsworth Charitable Trust provided funding to support our FAN training for a 'train the trainer' programme which provides skills for nurses to help stressed and worried parents by encouraging mindful and reflective practice. Support for a 'train the trainer' FAN programme, ensures that our frontline staff have the tools they need to be there for families.

Fundraising events

The pandemic continued to have a significant impact on planned events during the year, causing multiple postponements and restrictions based on working within the mandated capacity limits of 100 attendees. Hosting and running fundraising events continue to be an important way to raise additional funds to support our services.

- The inaugural Whānau Āwhina Plunket Darts Tournament was hosted in July at Wellington's Basin Reserve. The event was limited to 100 guests, with all proceeds going towards the provision of critical services to families across New Zealand.
- Move it Mama and Huggies supported our Virtual Fun Run Series where people could pick how and when they participated, offering amazing spot prizes and helping us get people on board. Huggies also donated \$20,000 in support of this event.
- Harraways came on board once again with our Breakfast in Bed Mother's Day campaign supplying the Breakfast in Bed packs and contributing towards an incredible prize pack for the lucky winner.
- Arnott's supported our Dunk it for Plunket fundraiser, giving everyone who registered to host a morning tea some delicious treats as part of their host pack.
- Momentum supported our Boom Rock Melbourne Cup event for the fifth year in a row as naming partner.
- NXP were the naming partner for our annual fundraising golf tournament.



Grants

As COVID-19 continues to disrupt New Zealand communities, we have seen many whānau and families who are struggling to meet the demands of day-to-day life. Issues of isolation persist and access to appropriate community support has been challenging for many.

Whānau Āwhina Plunket is extremely grateful this year for the ongoing support of many generous grant funders whose contributions ensured that our vital community services continued to be delivered. Without these funders, we would not be able to make the difference of a lifetime for these whānau, families, and tamariki in communities across Aotearoa New Zealand.

This year, we'd like to extend a special thanks to key funders who provided significant grants for our community services:

- Lottery Grants Board
- The Lion Foundation
- Bay Trust
- The Rata Foundation
- The Ministry for Primary Industries
- Toi Foundation
- Community Trust South
- Central Lakes Trust
- The Trusts Community Foundation.

Thanks and thanks again





Whānau Āwhina Plunket Board and Leadership

**Royal New Zealand Plunket Trust
(as at 30 June 2022)**

Chairperson

Dame Fran Wilde

Trustees

- Tracey Bridges
- Matthew Harker
- Tarati Blair-Hunt
- Lucy Hickman
- Nigel Kirkpatrick
- Alex Skinner
- Fiona Wiremu
- Marama Parore

**Honorary Life Members of
the RNZPT**

- 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
- George Tuffin
- Dame Catherine Tizard ONZ, GCMG, GCVO, DBE, QSO

**Whānau Āwhina Plunket
Executive Leadership Team
(as at 30 June 2022)**

- Chief Executive Officer**
Amanda Malu
- General Manager Service Delivery**
Denise Shera
- General Manager People & Culture**
Katie McEwan
- Te Pou Whakarae –Chief Advisor**
Hera Black
- General Manager Service
Development & Innovation**
Linda Biddle
- General Manager Performance
Risk & Governance**
Louise Eunson
- General Manager Finance
Technology & Commercial**
Matthew Kenny
- Kaitohu Matua – Chief Strategic
Advisor**
Radha Balakrishnan
- Chief Nurse**
Dr Zoë Tipa



Fran Wilde



Tarati Blair-Hunt



Alex Skinner



Tracey Bridges



Lucy Hickman



Fiona Wiremu



Matthew Harker



Nigel Kirkpatrick



Marama Parore

Financials

Report from Chair of Risk, Audit and Assurance Committee

The primary purpose of the Risk, Audit and Assurance Committee is to assist the Board of the Royal New Zealand Plunket Trust (Plunket) in fulfilling its financial, 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

" financial management processes and results"

The Committee meets at least three times a year with Plunket's Chief Executive Officer, GM Finance Technology & Commercial, GM Performance Risk & Governance and Chief Strategic Advisor

Risk Assurance and Audit Committee

Alex Skinner	RNZPT Trustee, RAAC Chair
Lucy Hickman	RNZPT Trustee
Matt Harker	RNZPT Trustee
Fran Wilde	RNZPT Chair

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 43:

- 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 2022;
- the summary statements of comprehensive revenue and expense, 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.

We are independent of the trust in accordance with Professional and Ethical Standard 1 International Code of Ethics for Assurance Practitioners (Including International Independence Standards) (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (including International Independence Standards) ('IESBA Code'), and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

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 29 September 2022.

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
Wellington
30 September 2022

Summary financial statements

Royal New Zealand Plunket Trust Summary Financial Statements for the year ended 30 June 2022

This is a summary of the Trust's audited financial statements for the year ended 30 June 2022 which were authorised for issue on 30 September 2022. The summary financial report has been extracted from the full audited statements dated 30 June 2022.

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 PBE FRS 43 Summary Financial Statements and is consistent in all material respects, with the full financial report from which it is derived. An unmodified opinion was issued on the full Financial Statements for the year ended 30 June 2022 on 30 September 2022.

Statement of Comprehensive Revenue and Expense for the Year Ended 30 June 2022	2022 \$000	2021 \$000
Contract Income	86,050	81,195
Sponsorship/Donations/Grants Income	6,917	9,822
Other Income	3,475	1,372
	96,442	92,389
Employee Costs	70,880	71,168
Service Delivery Expenses	15,691	17,823
Depreciation & Amortisation	3,417	3,921
	89,988	92,912
Operating Surplus/ (Deficit) for Year	6,454	(523)
Net Change in Fair Value of Available for Sale Financial Assets	(16)	19
Total Comprehensive Revenue and Expense for the Period	6,438	(504)

Statement of Changes in Net Assets / Equity for the Year Ended 30 June 2022	2022 \$000	2021 \$000
Opening Equity Balance	30,570	31,074
Operating Surplus/(Deficit) for Year	6,454	(523)
Net Change in Fair Value of Available for Sale Financial Assets	(16)	19
Total Comprehensive Revenue and Expense	6,438	(502)
Closing Equity Balance	37,008	30,570

Statement of Financial Position as at 30 June 2022	2022 \$000	2021 \$000
Current Assets		
Cash and Cash Equivalents	15,200	1,878
Accounts Receivable	1,477	7,377
Inventory and Other Current Assets	1,002	2,403
Properties Held for Sale	0	1,284
Total Current Assets	17,679	12,942
Non Current Assets		
Property, Plant and Equipment	35,204	35,876
Intangible Assets	6,503	7,652
Investments	158	197
Total Non Current Assets	41,865	43,725
Total Assets	59,544	56,667
Current Liabilities		
Payables	3,669	5,530
Employee Entitlements	5,767	5,117
Income Received in Advance	11,591	13,937
Finance Leases	557	503
Total Current Liabilities	21,584	25,087
Non Current Liabilities		
Finance Leases	388	428
Make Good Provision	564	582
Total Non Current Liabilities	952	1,010
Total Liabilities	22,536	26,097
Net Equity	37,008	30,570
Total Liabilities and Equity	59,544	56,667

Statement of Cash Flows for the Year Ended 30 June 2022	2022 \$000	2021 \$000
Net Cash Flows from Operating Activities	13,608	1,457
Net Cash Flows from Investing Activities	473	(244)
Net Cash Flows from Financing Activities	(759)	(1,125)
Net Increase in Cash Held	13,322	88

Funding partners and supporters

STAR PARTNER



COMMUNITY PARTNER



SPECIAL THANK YOU TO THE PLUNKET FOUNDATION



National Partners

Bayleys
Bepanthan
BestStart
Colgate
Countdown
Dettol
EQC
Generation Homes
Harraways
Huggies
NXP
Resene
Sharesies
Suzuki
The Warehouse
Wattie's

Regional Partners

Auckland Council
Auckland Transport
Stones Fabric Industries

Partners

Arnott's
Health Promotion Agency
Ministry of Health
NZME
Nurofen for Children
TradeMe
Whitcoulls

Major Donors

Alan Witty
Anna Nathan
Professor Anthony Molteno
BW & SW Picot Charitable Trust
Callis Charitable Trust
Carlie Jones
David & Genevieve Becroft Foundation
Eileen Page
Emma Murray
HJ Henderson
Holdsworth Charitable Trust
Professor Ian & Mrs. Pam Witten
Lady Jan Edgar
Dame Jenny Gibbs
Jo & Terry Gould
JB Hi-Fi
John Dalmer
Kirsty Wood
Lois McFarlane Charitable Trust
Lyn Norwood
Rainbow Trust
Rosser Foundation
Walter & Rayna Norwood Charitable Trust
Wright Family Foundation

GRANT FUNDERS

Acorn Foundation
Akarana Community Trust
Albert D Hally Trust Fund
Aotearoa Gaming Trust
Ashburton Licensing Trust
Auckland Council
Bay of Plenty Legacy
Bay Trust
Bill & Clare Hodgson Trust
BlueSky Community Trust
Carterton & Wairarapa South County Trust
Central Lakes Trust
Child Injury Prevention Foundation of New Zealand
Christchurch City Council Strengthening Communities Fund
Community Trust of Mid and South Canterbury
Dorothy L Newman Charitable Trust
Dragon Community Trust
Dunedin Casino Charitable Trust
Dunedin City Council
E M Pharazyn Trust
Elsie & Ray Armstrong Charitable Trust
F H Muter Trust
Four Winds Foundation
Gallagher Charitable Trust
Glenice & John Gallagher Foundation
Graham & Olive West Trust
Grassroots Trust
Grassroots Trust Central
Greytown District Trust Lands Trustees
Harcourts Waikato
Hawkes Bay Foundation
ILT Foundation
Invercargill Licensing Trust
J N Memorial Trust & H B Williams Turanga Trust
Kiwi Gaming Foundation Ltd
KPS Society Ltd
Leonard Monk Charitable Trust
Lottery Grants Board
Marlborough District Council
Milestone Foundation
Ministry of Education
Ministry of Primary Industries
MSD – Community Capability and Resilience Fund
Napier City Council
Network Waitaki
New Zealand Community Trust
Nikau Foundation
North & South Trust
Oamaru Licencing Trust
One Foundation
Otago Community Trust
Oxford Sports Trust
Pelorus Trust
Rata Foundation
Redwood Trust
Sargood Bequest
Selwyn District Council
South Canterbury Trusts
South Waikato District Council
Southern District Health Board
Southland District Council
Tasman District Council
Te Hau Toka
TECT
The Lion Foundation
The Trusts Community Foundation
Thomas George Macarthy Trust
Thomas Hobson Trust
Thomas Richard Moore Trust
Timaru District Council
Toi Foundation
Transpower
Trust Aoraki
Trust Waikato
Trustpower Otago
Valder Ohinemuri Trust
Wakatipu Plunket Trust
Water Safety New Zealand
WEL Energy
Whakatāne District Council



Help make
the difference
of a lifetime

Whānau Āwhina Plunket 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 supporters, there are lots of different ways you can get involved:

Donate

Whānau Āwhina Plunket services such as 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 – regular monthly giving

We'd love your help with a regular monthly donation, to give every baby the best possible start in life. Through your support, we can make sure services are available for all who need them, and help whānau and families dealing with family violence, or who are living in isolation or poverty. Join Whānau Āwhina Plunket's Bright Beginnings regular giving programme at plunket.org.nz/monthly-giving

Become a volunteer

Whānau Āwhina Plunket couldn't do what we do to support whānau without the help of our incredible volunteer network. 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 Whānau Āwhina Plunket volunteer at plunket.org.nz/volunteer

Gifts in wills

You can make a positive and lasting difference to the lives of New Zealand's children, and their whānau and families by including a gift to the Plunket Foundation in your will. Children, whānau and families thrive with love, care and support, and you can help Whānau Āwhina Plunket to provide them with this wraparound support, for generations to come. Please get in touch at legacy@plunket.org.nz to find out more. Thank you for considering this incredibly kind decision.

Knit for Whānau Āwhina Plunket

Help provide much-needed warmth and comfort for some less fortunate little ones on chilly winter days by donating your knitting to Whānau Āwhina Plunket. Find out more at plunket.org.nz/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 per cent tax credit week by week. If you donate \$10 each pay day, then only \$6.67 gets taken out of your pay packet. Talk to your Payroll team today to find out whether you have Payroll Giving – or 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 Whānau Āwhina Plunket) as your present. Find out more at plunket.org.nz/giving-a-gift-through-the-good-registry

Fundraise for Whānau Āwhina Plunket

Have an idea for how you could raise some money to support Whānau Āwhina Plunket? We have a platform that empowers you to do just that! Head to raiseabundle.org.nz

Arohanui.

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



whānau āwhina
plunket