



whānau āwhina  
plunket

# ANNUAL REPORT 2023

ROYAL NEW ZEALAND PLUNKET TRUST



**Our Strategy 2021-2026 sets out our vision, our goals for the next five years and the uara that underpin everything we do.**

We are committed to achieving Pae Ora for the pēpi, tamariki, whānau and communities we serve, with a key focus on achieving our equity goal of delivering all our services equitably by 2025.



### 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

Pae ora: Healthy futures

- **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 uara - our values

Our four uara - our values guide our mahi at Whānau Āwhina Plunket.

#### Maia

to be courageous and lean into discomfort and challenge as we walk the path of pro-equity



#### Māhaki

to be humble as we share our knowledge and experience to understand and learn from each other and foster trust

#### Tūhono

to connect and stand in relationship in calm and safe spaces, (āhuru mōwai)

#### Manaaki

to care, love, nurture, support and be mana enhancing. To respect mana atua, mana tūpuna, mana whenua, mana tangata



### Our strategic themes

Our Strategy 2021-2026 describes the difference we will make and the outcomes we are seeking to achieve under five strategic themes.

These strategic themes set the vision and pathways for how we will achieve our goals:

#### 1. Pepi, tamariki and whānau are at the heart of everything we do

- Whānau Āwhina Plunket delivers integrated services to achieve equitable health outcomes and improved wellbeing
- Pēpi, tamariki and whānau are at the centre of the design and delivery of our services
- All our communities have equitable access to Whānau Āwhina Plunket services in ways that work best for them

#### 2. Valuing and investing in our people to realise our potential

- Whānau Āwhina Plunket people understand Te Ao Māori and tikānga
- We grow and strengthen our Māori workforce
- Our workforce is diverse and inclusive and has the knowledge to achieve equitable outcomes
- Our people have the right skills, tools and support to do their jobs well

#### 3. Partnering with communities

- Whānau Āwhina Plunket works with iwi and Māori organisations to achieve Pae ora
- We have strong relationships with partners and stakeholders to help us understand the needs of communities to deliver equitable services

#### 4. Innovating to deliver health equity

- Whānau Āwhina Plunket is an innovative and adaptive organisation
- We have the right services, resources and ways of working to achieve health equity and Pae ora
- We are a financially sustainable organisation
- We use technology, data and insights to deliver improved services
- Whānau Āwhina Plunket is an environmentally sustainable organisation

#### 5. Using our knowledge and influence to improve the health and social system

- Whānau Āwhina Plunket has strong relationships to advocate effectively for pēpi, tamariki and whānau
- We partner with others to address the social determinants of health and achieve health equity and Pae ora
- We use our insights and partnerships to improve the health and social system.



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## Our commitment to Te Tiriti o Waitangi

At Whānau Āwhina Plunket, we want all tamariki in Aotearoa New Zealand to get the best possible start. We've walked alongside whānau and families for over 100 years, but we need to do better to meet the needs of whānau, pēpi and tamariki Māori.

Our Strategy 2021-2026 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 by applying the principles of Te Tiriti o Waitangi across all our work.

Te Rautaki Māori – Ngā Pae o te Harakeke, our Māori Strategy, is guiding us on this journey.





# 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

Our Well Child Tamariki Ora (WCTO) nurses work in partnership with whānau to understand their health needs and develop a care plan to support them to achieve their goals. Nurses work alongside whānau to complete health and developmental assessments with each child to ensure 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. Kaiāwhina and community karitāne are trained health workers who are part of the team working alongside nurses supporting whānau in communities.

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 and innovative video chat breastfeeding and sleep support services

- B4 School Checks - a comprehensive assessment of language, development, growth, behaviour, social and emotional development, and oral health before a child starts school
- Family Start – our partnership with Oranga Tamariki in Palmerston North and Tauranga, working with whānau to strengthen a child's health, learning and relationships
- A range of mostly free community services including playgroups, parent education, 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.



# 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 2022-23 Annual Report and to share the organisation's achievements over the last financial year.

It has been a challenging year with unprecedented weather disruption due to Cyclone Gabrielle and extreme flooding events in the North Island, continued impact from the COVID-19 pandemic and the cost-of-living crisis. On top of this, we had significant issues in recruiting and retaining Plunket nurses, kaiāwhina and community karitāne due to lack of pay parity with their hospital counterparts, and navigating the new health system as it is built.

Whānau Āwhina Plunket has faced these challenges head on, with a passionate and dedicated kaimahi and leadership team adapting and changing the way services are delivered to best set the path of wellness for pēpi, tamariki and whānau.

## **Welcome new Chief Executive**

In October, the Board was delighted to welcome Fiona Kingsford, who brings significant leadership capability to the Chief Executive role. Her skills and leadership experience align with the future direction of Whānau Āwhina Plunket.

In particular (and of utmost importance as we navigate the new health system) Fiona brings a strong understanding of the importance of stakeholder relationships and skill needed in working in this complex social and political environment.

She is already proving to be a valuable asset to the organisation at this critical time.

## **Challenging times**

Whānau Āwhina Plunket is facing huge challenges. For more than a century we have been a constant presence in the lives of whānau in Aotearoa New Zealand,

supporting hundreds of thousands of babies and parents, but currently we are underfunded to deliver on our core Well Child Tamariki Ora contract.

We, and other not-for-profit health providers like us, continue to be knowingly underfunded, yet we are expected to keep delivering the same services. Our situation is becoming untenable as we face increasing pressures on our workforce and in our communities. It is time we had proper recognition of the true cost of carrying out government-contracted services.

Our workforce issues, due to the national nursing shortage, have been compounded with the increased gap in pay parity between our nurses and frontline health workers and the hospital nursing workforce. This seriously impacts on our ability to deliver our services to those who need us most.

## **Reset our fundraising strategy**

In the current tough economic environment, fundraising to allow Whānau Āwhina Plunket to continue to deliver important community services has never been more vital.

The Board has reset the fundraising strategy and developed our 'new ambition' to increase revenue through a diverse fundraising portfolio, focused on sustainable long-term and low risk revenue.

The trustees are excited to see this strategy come to fruition so that we can continue to ensure our whānau and tamariki have the same access to the wonderful community groups and support services that were available to previous generations.

## **Opportunities in the new health system**

In April, the Board and the Executive Leadership Team had a strategic planning day looking at the opportunities for our future under the new health system as part of Kahu Taurima, Maternity and Early Years – Services for All Whānau.

We are united in our aspiration to be an integrated provider of services for all whānau in the first 2,000 days.

## **Ngā mihi - thank you**

The cost-of-living crisis has had a big impact on whānau, communities and businesses across Aotearoa New Zealand. I would like to thank our generous sponsors, donors and partners who are vital to us during these tough times – we quite simply could not deliver our services without you.

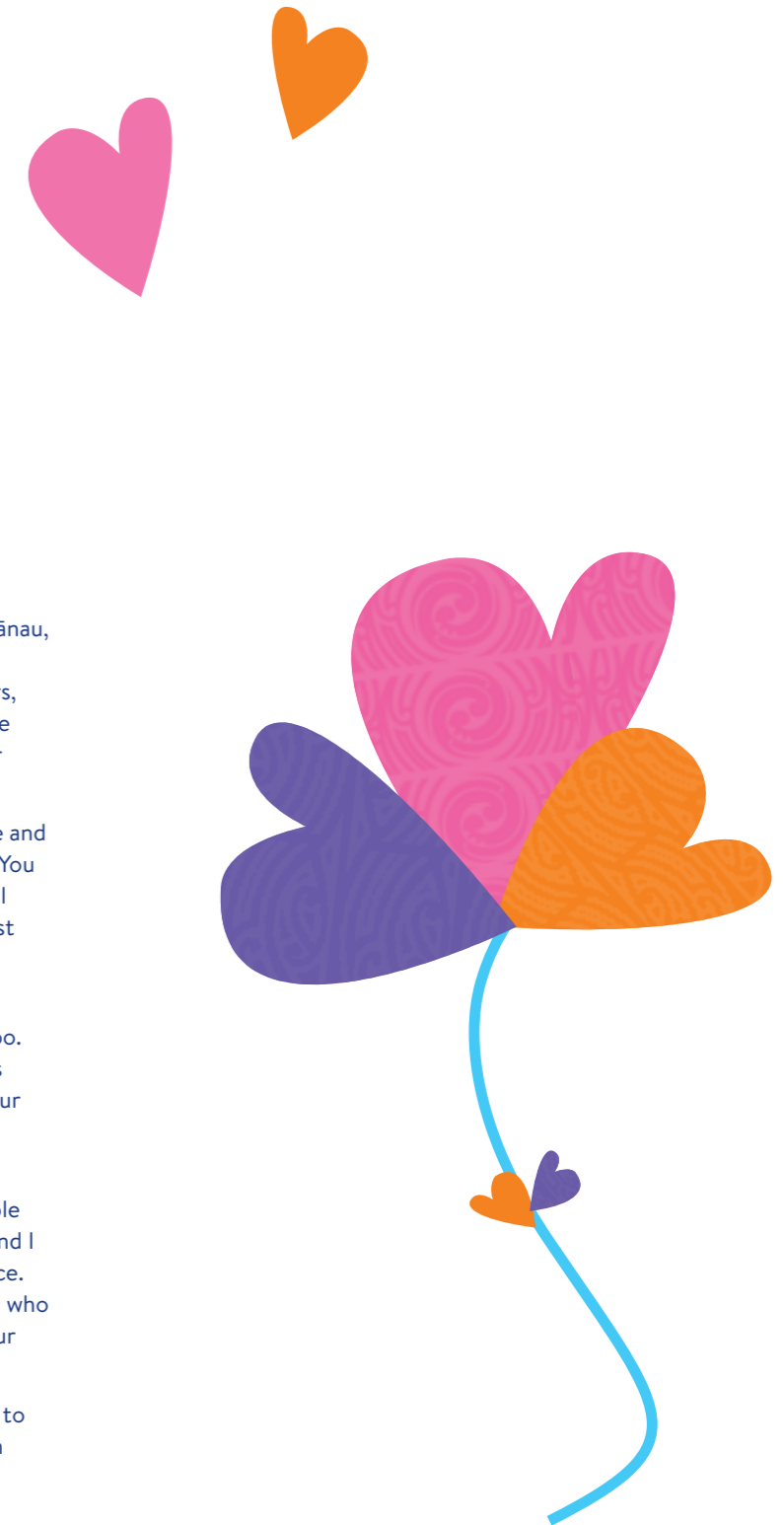
Thank you to all the frontline kaimahi who go above and beyond every day to care for whānau and tamariki. You continue to provide a wraparound service of clinical support and connection to community and specialist health services and continue to do this despite the challenges of the year.

Our special volunteers deserve a huge thank you too. You are the lifeblood of Plunket and your support is essential to the support we are able to provide to our communities.

During the year we farewelled Lucy Hickman and Nigel Kirkpatrick from the Board. Both were valuable contributors to the development of our strategy, and I would like to thank them for their six years of service. We welcomed new Board Trustee Anne Fitisemanu, who brings expertise to create opportunities to serve our Māori and Pacific communities.

The whole Whānau Āwhina Plunket team continues to make the difference for tamariki that will be seen in generations to come.

**Dame Fran Wilde  
Board Chairperson**



# From our Chief Executive



## Ngā mihi kia ora koutou mō tō tae mai ki tō mātou ripoata a-tau.

It gives me great pleasure to present Whānau Āwhina Plunket's 2022-23 Annual Report, my first as Chief Executive.

### A year of extreme challenges

When I stepped into my new role in October 2022, I knew there was a challenging road ahead with chronic underfunding affecting our health workforce recruitment and retention, as well as the ongoing impact of COVID-19 community transmission still causing disruption.

Mother Nature had more in store for us though, with unprecedented weather and flooding events in the North Island and the devastating impact of Cyclone Gabrielle in February which hit the East Coast hard.

It has been a privilege to see the way our frontline kaimahi have continued to support whānau throughout all this, often when facing the same challenges themselves. As an organisation we have been able to pivot seamlessly from in-person to virtual services whenever needed, ensuring whānau continue to access support.

We know our communities and whānau are doing it tough at the moment. The cost-of-living crisis is the worst in living memory and, more often than not, our kaimahi are providing social support as well as clinical. Our services are truly wraparound from frontline kaimahi who are part of the communities they serve.

### Kahu Taurima – maternity and early years reform

Kahu Taurima is the joint Te Aka Whai Ora and Te Whatu Ora approach to maternity and early years in Aotearoa New Zealand and it is where we fit within the new health system. It covers all whānau from pre-conception to five years old, or the first 2,000 days.

It's an exciting time as Kahu Taurima drives the creation of whānau-centred service delivery through the redesign and integration of services.

We are well placed with a model that already delivers a nationally consistent service that is locally tailored to support whānau aspirations and goals. We are working with Te Whatu Ora, whānau, communities and service providers across Aotearoa New Zealand and look forward to extending this mahi.

There are many opportunities ahead as we investigate new possibilities such as our nurses prescribing and immunising, working more closely with midwives and extending services already provided in some areas such as maternal mental health, and helping to keep our communities well and out of the hospital system.

### Services for All Whānau and our equity journey

Kahu Taurima clearly lays out the expectation of our delivery of 'Services for All Whānau' which is that our focus on equity relates to all priority populations under the health system - Māori, Pasifika, disabled, rural communities and those with high needs.

While the creation of Te Aka Whai Ora means we have a health authority solely focused on Māori whānau, at Whānau Āwhina Plunket we are clear - we have an absolute commitment to being a strong Te Tiriti o Waitangi partner and continuing our mahi with Māori to achieve Māori aspirations. We continue to invest in growing our kaimahi Māori workforce and delivering a "by Māori for Māori" service.

### Nursing recruitment and retention a risk

We have struggled to recruit much needed nurses, kaiāwhina and community karitāne due to both the global shortages of the health workforce and the pay disparity we have with Te Whatu Ora hospital workforce. If we were to offer parity, our government funding shortfall for this financial year alone would have been over \$8m.

This year we have been left with a financial surplus solely due to staff vacancies. The impact of these vacancies means we are unable to deliver all our core services<sup>1</sup> to whānau. Our kaimahi work hard to provide services to those who need it most - but we know that some are simply missing out.

As of 30 June 2023, we had nearly 30 nurse vacancies. Using our current delivery volumes, these 30 nurses could deliver approximately 30,000 core visits per year. Concerningly, this means that many older tamariki are missing out on later Well Child Tamariki Ora schedule visits. This is distressing for us and not good enough for our tamariki.

We have been lobbying hard for the Government to recognise that this situation must change. We can't afford to lose any more of our valuable frontline staff who set the path of wellness in our communities in the early years, and ensure we keep tamariki well and out of an already overrun hospital system.

### Closing the equity gap

Despite the challenges, our hardworking and dedicated Plunket nurses, kaiāwhina and community karitāne continue to deliver to those who need us and make progress in closing the equity gap.

Our additional contact delivery, which is the extra support outside the core service delivery directed at those who have higher needs, has also improved significantly over time – with a percentage increase from 78 percent to 80 percent in the last year.

The total number of Well Child Tamariki Ora core visits delivered on time was down on last year due to increased client and staff sickness and the impacts of the severe weather events. However, we are starting to make good progress in reducing the equity gap which is down to four percent for Māori compared to eight percent in financial year 2022 for the first three Well Child core visits, and the same for Pacific with four percent versus nine percent last year. There was no equity gap at all for Māori or Pacific in the delivery of the four core visits when a child is six months or older.

### Flexible ways of connecting

We've had to find flexible ways to connect with whānau who need us. In May, we added sleep support video calls to our PlunketLine offering for anyone needing help with sleep or settling pēpi.

It's similar to our expanded breastfeeding support video call service, which connects PlunketLine callers with lactation consultants for face-to-face online support. PlunketLine and virtual client contact was also a key

support tool for whānau after the cyclone, enabling both Well Child support as well as mental health support to whānau.

There are some exciting innovations underway such as virtual breastfeeding cafes, our Aroha chatbot now linked directly to a Plunket nurse to answer questions and the addition of a free online sleep course for whānau.

Our drop-in clinics are well utilised nationwide as we expand the way we deliver our services. There's also exciting work going on in Auckland with weekend drop-in clinics for both Well Child and B4 School Checks, providing a one-stop shop for whānau.

We also know the impact the connections we provide through our community groups has on whānau, and the relaunch of our fundraising strategy, is key to enabling these amazing support networks.

### Ngā mihi

I am so proud of our kaimahi who in the past year, despite all the challenges thrown at us, delivered more than half-a-million contacts with pēpi and tamariki. That's more than 2,000 every weekday. These figures don't take into account the extra reach we have with our PlunketLine service, playgroups, coffee groups and education services.

There is very much a place for Whānau Āwhina Plunket within Kahu Taurima, and we look forward to continuing to support whānau in the way that they want and suits them best.

As a Plunket baby myself, and then a Plunket mum, I couldn't be prouder to be part of this iconic organisation that constantly goes above and beyond to keep whānau and tamariki at the heart of everything we do.

### Ngā mihi nui

Fiona Kingsford  
Chief Executive




<sup>1</sup>At our first 'core contact' visit with whānau our nurses assess a child's needs and complete a care plan to best support pēpi and whānau. At subsequent core visits our nurses complete health and development assessments with each child to check they are growing and developing as expected. Core contacts can only be delivered by a registered nurse.


# Our year in review

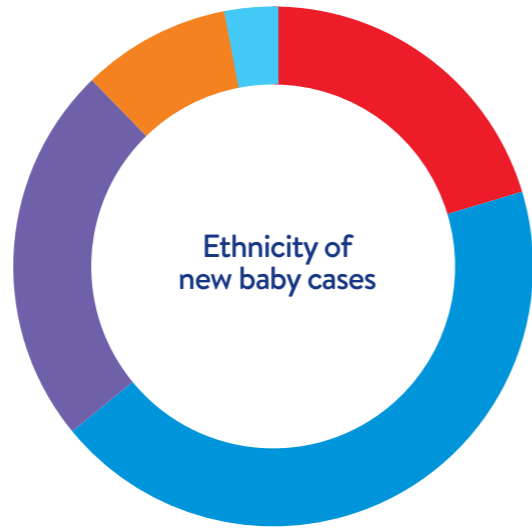
## Well Child Tamariki Ora

**280,928**   
 Number of tamariki on our books (0-5 years) in 2022/23

**45,792**   
 New Whānau Āwhina Plunket babies in 2022/23 – (79% of new babies across Aotearoa New Zealand). This includes 67% of all Māori pēpi born<sup>2</sup>.

**386,683**   
 Clinical contacts made with whānau

**24,013**   
 B4 School Checks for 4-year-olds completed (contracts in Auckland, Waitematā, Counties Manukau, Lakes, Bay of Plenty, Manawatū, Wellington, Hutt Valley and Kāpiti).



- 21.4% ● Māori
- 41.1% ● European
- 24.7% ● Asian
- 9.7% ● Pacific
- 3.1% ● Other

## Website and social media



**1,678,859**  
 website visits



**20**  
 Facebook Live Chats  
 We reached  
**46,000**  
 people through our Facebook Live Chats



**1,060**  
 breastfeeding support sessions using video conference



**96,034**  
 calls handled by PlunketLine (inbound and customer support outbound)

## Top topics

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

<sup>2</sup>Based on Te Whatu Ora birth data for FY23

# Our people

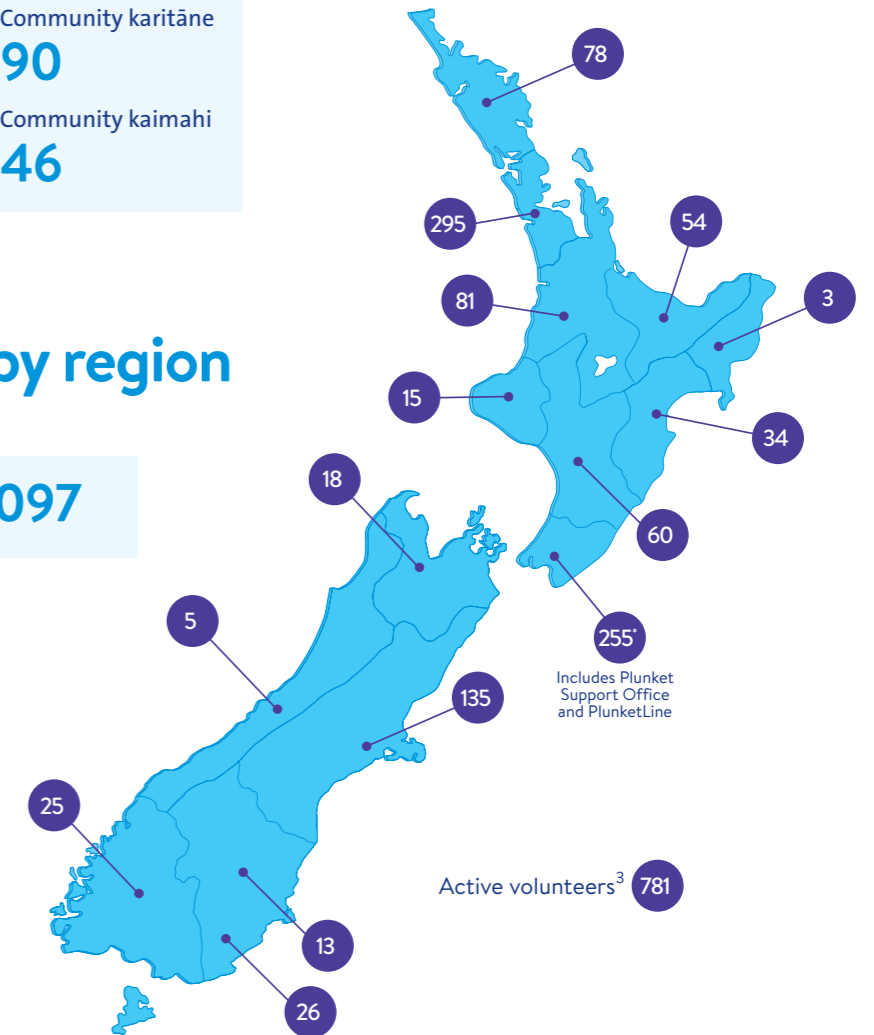


- 14.2% ● Māori
- 58.9% ● European
- 10.6% ● Asian
- 6.2% ● Pacific
- 1.5% ● Middle Eastern, Latin American and African
- 4.4% ● Unknown
- 4.2% ● Other

Frontline nurses	Community karitāne
<b>523</b>	<b>90</b>
Kaiāwhina	Community kaimahi
<b>50</b>	<b>46</b>

## Our kaimahi by region

Total kaimahi across Aotearoa **1,097**



<sup>3</sup>Our volunteer numbers were adversely impacted by the closure or suspension of community programmes during the pandemic, with many volunteers choosing not to return post-pandemic for a range of reasons. This year we updated our database to archive inactive volunteers, as we now look to rebuild our volunteer workforce.



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

Māori, Pasifika, disabled, rural communities and those with high needs are the priority populations where we must focus our equity efforts, with 'Services for All Whānau' guiding our service delivery in the new health system under Kahu Taurima, alongside our commitment as a strong Te Tiriti o Waitangi partner.

We've put processes in place to make it easier for whānau to connect with us in a way that suits them best, with a nationally consistent administration phone line, more video calling options, a new client email journey and an increase in the number of drop-in clinics. Our data shows these initiatives are having a positive impact.

### Reducing the equity gap

In spite of the ongoing workforce challenges, we are starting to make pleasing progress on reducing our equity gap and moving into a new normal, living with COVID-19 in the community.

General Manager Service Delivery, Denise Shera, says services are now being delivered more equitably, although volumes have not yet returned to pre-pandemic levels.

"We put significant effort into minimising the effect of the pandemic on our service delivery to Māori, Pacific and high needs clients. This has resulted in there being no equity gap for Māori or Pacific Peoples in the delivery of cores 4 – 7 in financial year 2023, and the gap for cores 1- 3 being reduced compared to the prior year. The challenge for us as we return to delivering business as usual in the post-COVID era is continuing to maintain and further improve our equitable service provision.

"Our 'additional contact' delivery, which is the extra support we provide to high needs whānau who need extra support outside the core service delivery, has also improved significantly over time.

"Despite the severe weather events across the North Island, and sickness in communities impacting kaimahi and clients, our additional support has increased two percent from 78% to 80% in the last year," says Denise.

### Plunket nurse key to mental health support

New mum Jessi Molony knew she was in a dark place and credits her Plunket nurse with helping her realise that she wasn't okay and needed support.

"It was my second Plunket visit, and my son and I both cried the whole time," she says.

"My lovely nurse was the first step for me to get the help I needed. With my permission, she called my doctor and shared her concerns. I saw the doctor the next day and was prescribed medication. She was the first step in my process of recovery.

"I never expected to experience this or go through it. My son is now 20 months old and he's a gorgeous, cute and happy kid, and sleeping through the night!"



Hawke's Bay kaimahi went into overdrive for their community after Cyclone Gabrielle. Pictured above Plunket Nurses Kayleen Van Dooren, Chantelle Charteris, Clinical Services Manager Debs Higgins and Community Karitāne Iaesha Puata.

### Hawke's Bay-based Clinical Services Manager Debs Higgins reflects on a tough year

The effects of Cyclone Gabrielle will be felt on the East Coast for many years to come and have left many whānau and tamariki traumatised and displaced. Our own kaimahi were also impacted by the cyclone, with homes and businesses damaged.

With a State of Emergency declared, and communication, roads and bridges out of action, service delivery was difficult initially. We connected with Te Whatu Ora Hawke's Bay which was leading the health response and reached out to whānau with medically vulnerable under-fives. Switching to virtual care and PlunketLine was invaluable for our clients. Support from our wider Plunket whānau during this phase and in the wake of the cyclone has been truly appreciated.

The Hawke's Bay region has seen a 30 percent increase in mental health visits to doctors following the cyclone. We have provided additional support to whānau experiencing feelings of anxiety or depression in a flexible and accessible way - both face-to-face and through online workshops for those requiring support. The feedback has been that they are valuable sessions.

I have never been prouder to work for an organisation that truly puts whānau at the heart of everything, providing clinical, emotional and culturally appropriate support.

To add to our tough year, the nursing shortage and our lack of pay parity with Te Whatu Ora nurses is having a big impact on our ability to recruit and retain nurses and ultimately deliver to whānau who need us. On the East Coast – a high needs region – we have two Plunket nurse vacancies in Tairāwhiti Gisborne and no nurse in Wairoa. We are working very hard to ensure our tamariki are not missing out. We have had to be creative and rely on the generosity of our team to provide the solutions. However, these are not long-term solutions, and without recruitment, we run the risk of staff exhaustion and adverse client impact.

### Clinical Services Manager Debs Higgins

"I have never been prouder to work for an organisation that truly puts whānau at the heart of everything, providing clinical, emotional and culturally appropriate support."



### Whānau Voice: Asking our clients what matters to them

We are always looking at ways to improve what we do to support the health and wellbeing of whānau with tamariki under five, and key to this is asking our clients what's working and what we could do better.

In April, we launched our Whānau Voice survey. More than 39,000 whānau were asked to participate in the online survey soon after their appointment or attending a drop-in clinic. Seventeen percent completed the survey. Of those responding, 18 percent identified as Māori, 8 percent as Pacific Peoples, 29 percent as Asian and 41 percent of European decent.

Results showed overall we are meeting the needs of whānau - 91 percent ranked us 7+ out of 10. Most feel respected (95%), were able to ask questions (94%) and felt listened to (93%).

We also gained valuable insights on what we need to improve on. Giving whānau the opportunity to share their cultural views (80%), ask important questions (81%) and explore solutions or services (82%) are three key areas we want to improve.

These areas will be a focus in the Mahi Ngātahi Model of Practice project starting later in 2023, which looks to reset the way we support whānau. This model places greater emphasis on our kaimahi building meaningful trusted relationships with whānau, ensuring that whānau are included in all aspects of service delivery and that they have culturally safe experiences of our service.

### Do drop in!

The welcome flexibility that our drop-in clinics offer is seeing them becoming more popular in many parts of the country.

Northern Region Operations Manager, Sam Ferreira, says flexibility is super important for busy whānau juggling a myriad of tasks as they navigate parenting and jobs.

"Clients enjoy being able to choose when and where they attend an appointment. Many of our drop-in clinics can see as many as 30 clients in one day, with a couple of Plunket nurses and health workers running the clinics."

Sam says ensuring whānau have easy access to clinics in local areas is proving to be a successful initiative, with the most popular clinics in shopping malls, close to libraries, community buildings and near community swimming pools.

Clients are sent text reminders with an invitation to attend the local drop-in clinics, and helpful QR codes have been set up to provide information on the dates and times of the clinics.



### Shhhh..... baby sleeping

A significant number of calls and questions to our registered nurses at PlunketLine are from new parents around sleep, so in July 2022 we launched a new online sleep and settling pēpi course.

We worked with sleep experts, parents and whānau to create the free course that's accessed through our website, so everyone in the whānau can get a bit more shut-eye and feel more confident with managing their baby's sleep patterns.

Parents can learn more about getting to know their baby's cues, find out what helps babies sleep and settle, and get tips for knowing when their baby is showing signs they are ready to sleep. The content is broken into relevant bite-sized chunks so busy parents can access the information as they need it, without having to complete the whole course in one go.

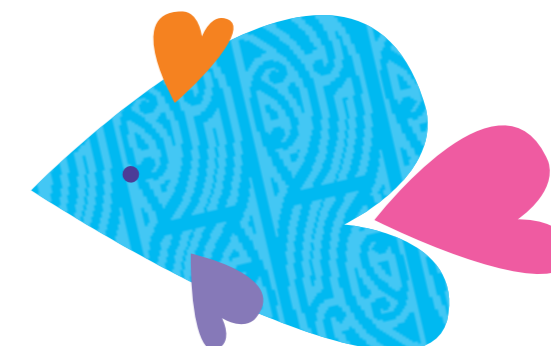
In the last year, more than 8,600 people have visited the course page on our website.

### Connecting communities

The easing of COVID-19 restrictions has allowed us to get back to providing face-to-face support groups; vital for connecting whānau in communities throughout Aotearoa.

Around 200 groups including playgroups, weekend working parents' groups, walking groups, waiata mai singing groups and coffee catchups were hosted by our community service coordinators.

Baby groups in Taranaki have been particularly popular; nearly 300 whānau attended in six months.







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

Our people are our most valuable asset. Equipped with the right skills, training, tools and support they can fully realise their potential. Collectively, we can better meet the needs of whānau who choose us to walk alongside them in the crucial early years.

At Whānau Āwhina Plunket, we have a mindset of continuous learning. In the last year, external learning opportunities saw 230 kaimahi cover more than 14,000 hours on key topics such as mental health, culture, child protection, nutrition and leadership development.

We have continued to refine and develop our in-house online learning platform, Te Māra. Kaimahi now have access to 129 courses with 77 of them providing specialised clinical learning. In 2022-23, 926 kaimahi completed 7,646 online courses.

### Improvements to the kaiāwhina role

The role of a kaiāwhina honours and upholds our commitment to Te Tiriti o Waitangi, as well as providing culturally safe support to Māori whānau. Kaiāwhina take a kaupapa Māori approach and are cultural knowledge

holders and advisors, both within the community and our organisation.

In April, the kaiāwhina position description was updated to better capture the true purpose of the role, which is embedded in Te Ao Māori. Welcome improvements to the position description were put in place in May 2023, including:

- Recognising relationships are key to success in the role and have to be purposefully developed
- Recognising collaboration as an effective means to delivering services often in a wānanga setting
- No longer including the health worker standards of practice
- Identifying competencies specific to the position.

A national kaiāwhina mentor role has also been established to continue supporting kaiāwhina to develop their skills to facilitate wānanga. This is a direct result of the valuable mahi carried out in the Whirihihi programme in Kirikiriroa Hamilton, which supported hapū māmā and whānau and ran for three years.

### Above and beyond

Many of the whānau Kaiāwhina Naomi Campbell (Ngāti Raukawa) and Anyak Waititi (Te Whānau-ā-Apanui) support, have been let down by other services at some stage in their lives, and sometimes their own whānau.

“That first kōrero is really important. You have to be genuine and non-judgemental; if whānau get any inkling that you’re not or feel judged, they won’t engage and the opportunity to support them can be lost,” says Naomi.

“I was raised on my marae. It’s an environment of whanaungatanga, awhi and manaakitanga. When you meet māmā and the whānau, the first part of conversation is whanaungatanga, establish whakapapa, listen to their stories and their aspirations for their pēpi or mokopuna,” says Anyak.

Both Naomi and Anyak kōrero Māori but take the lead from whānau as to what extent they speak te reo. They work closely with Plunket nurses offering any relevant support and advice, always allowing whānau to take the lead and work with what resources and knowledge they have.

Having strong community networks with other agencies and iwi support services are a key part of the support the pair offer whānau.

“I could be going to visit to offer support about starting solids but find Mum in tears, as she has no warm clothes for her older tamariki and they’re home from school. Offering support with that first, through the local clothing project, only then can we start talking about the reason for my visit,” says Naomi.





### Te Mahere Reo - building capability increasing knowledge

Te Mahere Reo is a new programme of work to ensure our staff capability enables a culturally inclusive and safe service for whānau Māori who choose us. It aims to create a culture in which te reo Māori and tikanga is valued, and our services reflect the language and tikanga needs of whānau Māori to support equitable outcomes.

Launched in November 2022, our Ringa Raupā rōpū hosts weekly virtual Te Mahere Reo sessions - Whakamōhioanga i te reo - embracing and developing te reo capability - whakamana i te reo - as part of our pro-equity journey.

Resources have been made available for all kaimahi to download and use every day, including a baseline of 27 kupu, waiata and karakia that are supported with sound bites to nurture individual learning capabilities.



#### It's a ka pai from kaimahi

Te Mahere Reo sessions have been popular with kaimahi. Nicola Knobel (pictured above) - Kaiwhakahaere Haumarū, Hauora me te Mōrearea - Health, Safety and Risk Manager explains what they mean to her.

"I have really enjoyed the topics covered in the class. The way the rōpū introduces and teaches various aspects of te reo Māori has made the learning process engaging and informative. I find the topics both culturally enriching and intellectually stimulating, which has kept me motivated to attend every week.

"Importantly for me, I am learning about Māori customs, traditions and history, as well as language skills.

"I appreciate the safe and inclusive learning environment where everyone is empowered to engage with the language and culture. This has been instrumental in building my confidence to practice and speak the language, and share my journey."

### Ngākau Aroha Tūpuna Parenting

Across the country, kaiāwhina are weaving tūpuna parenting into their practice to awahi whānau Māori raising their tamariki.

The Tūpuna Parenting movement, which we joined in 2021, is reclaiming traditional Māori parenting ways where pēpi were born tapu (sacred) and with mana to be listened to and respected. It recognises that whānau want to raise their pēpi and tamariki with a Te Ao Māori lens and that mātauranga (knowledge) and pūrākau (oral histories) are an important part of this kaupapa.

Funded by Oranga Tamariki and Te Whatu Ora, the Tūpuna Ngākau Aroha Parenting programme is run twice a year for up to 32 kaiāwhina.

Our kaiāwhina then have monthly hui with others who have completed the course previously. They are able to mentor each other and share learnings, while they share and empower whānau they support in their day-to-day mahi.

*"Ngākau Aroha has added to my kete of mātauranga. It enables me to utilise the knowledge within my mahi and my personal life. I would encourage others to participate, because this kaupapa can be shared, implemented, is flexible and develops understanding from a Māori perspective, while enhancing the mana of Māori whānau and yourself."*

Client feedback



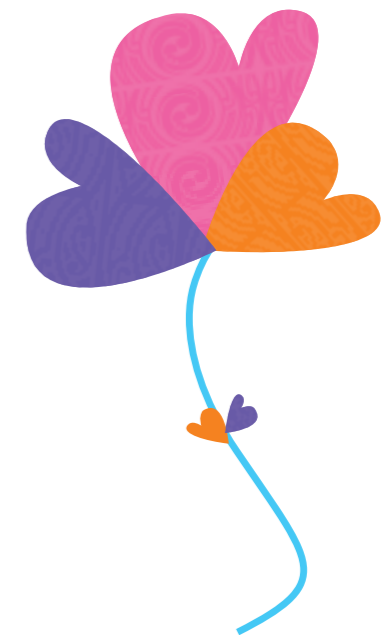
### Kōrero Mai

Our annual staff survey, Kōrero Mai gives kaimahi the chance to share their thoughts on our culture and strategy, so the organisation understands what influences their level of engagement. After last year's survey, teams recorded and tracked their actions over the year for the first time.

Our survey highlights were a record participation rate of 79 percent (3 percent higher than last year) and lifts of 5% or more in the scores for Strategy, Customer Focus, Organisational Culture and Performance Development.

There was a slight dip against questions related to pro-equity; however, the overall score for that category (73%) signals that, collectively, we remain focused on our strategic pro-equity goals. While kaimahi perceptions of our ability to prioritise access for Māori, Pasifika and high needs whānau remained static at 7.1 (out of 10), they are more cognisant of how Te Rautaki Māori (our Māori Strategy) applies to their work.

Engagement is a measure of the extent to which kaimahi feel connected and committed to Whānau Āwhina Plunket, and motivated to do their mahi or put in extra effort. Our engagement score lifted by two percent this year to 70 percent.







### Strategic Theme Three: Partnering with communities

Whānau Āwhina Plunket is in a unique position in homes, clinics and community spaces. There to listen and support whānau with what matters to them, and well placed to connect them with other health and support services.

By working in partnership with other health, social, community, iwi and kaupapa Māori organisations who

share our passion for supporting tamariki and whānau in the early years, we can make the greatest contribution to intergenerational wellbeing.

We are committed to Kahu Taurima, the redesign of maternity and early years services, and working in more integrated, better connected and flexible ways with all services supporting whānau.

#### Improving immunisation rates

Our Plunket nurses, kaiāwhina and community karitāne are trusted health professionals seeing nearly 2,000 tamariki every day, meaning they are well placed to support whānau to make informed decisions around immunisation.

Childhood immunisation rates have dropped significantly in the past two years. The independent Immunisation Taskforce report released this year highlights what a significant and urgent priority addressing this is.

We want to be part of the solution. We already have an initiative with nurses working alongside vaccinators to immunise tamariki in the community and we are also exploring the possibility of providing an immunisation service.

Already, our collaborations with Te Whatu Ora in Hawke's Bay and Waikato are having a positive

impact on immunisation rates. We are improving access for whānau, ensuring more pēpi and tamariki are getting vaccinated.

In Hastings, whānau can access a convenient drop-in vaccination clinic for their pēpi, tamariki under five and hapū māmā at the same time as their Well Child appointments.

In Waikato, we've teamed up with Te Whatu Ora and Pinnacle and Hauraki PHOs to work collaboratively in support of our whānau having timely access to immunisation. Three days a week, the Clinical Nurse Specialist joins Plunket kaimahi, with a focus on immunising our youngest pēpi.

*Pictured above from left: Plunket kaiāwhina Kayla Willacy, Te Whatu Ora vaccinators Lesley Shotter and Robyn Grant and senior Plunket Nurse Vicky van der Meulen.*

#### Preventing babies from dying

Community connections are at the heart of our programme in South Auckland aimed at reducing Sudden Unexpected Death in Infancy (SUDI).

This year, our Survive and Thrive 2025 team has supported around 100 hapū māmā by using wahakura wānanga to share messages about safe sleep, as bedsharing is one of the main risk factors contributing to SUDI.

Māmā are taught the ancient skill of raranga harakeke or weaving flax. Each māmā weaves their own wahakura to provide a safe sleep space for babies, and the programme empowers the māmā and their whānau. It gives whānau the opportunity to connect with traditional Māori practices and the sharing of intergenerational knowledge. The wahakura is a unique taonga that reflects the aspirations of each whānau.

Counties Manukau has the highest SUDI rate in New Zealand. This programme assesses SUDI risk and can connect and refer māmā to other community groups for extra support to keep pēpi safe.

The Survive and Thrive 2025 contract is with Te Whatu Ora Counties Manukau to promote SUDI prevention antenatally. Within Counties Manukau there are four Well Child Tamariki Ora providers promoting collaborative engagement with services and nurturing parental support.

Providing SUDI prevention information is a critical part of what we do to help whānau make informed decisions and take action to protect their pēpi. We provide SUDI prevention information either face-to-face at the Core 1 contact, or through other modes of communication. Further information on our performance in relation to providing SUDI prevention information before pēpi is 50 days of age can be found in our Service Performance Report on page 39.

National Educator  
Donna Fane

*“The wahakura wānanga creates positive community and cultural connectedness. It’s their own whānau village for hapū māmā, as well as valuable SUDI prevention education.”*





### Maternal mental health

Having a baby is a time of enormous change and sometimes presents big challenges for parents and whānau. Maternal mental health and wellbeing is one of the foundations of strong families, whānau and communities.

As part of our Well Child service, our nurses review maternal mental health at each core visit. The Patient Health Questionnaire (PHQ-3) is ideally administered at the Core 1 and Core 3 visits to ensure issues are identified and appropriate timely support is offered. Identifying and providing support for positive screenings improves the health and wellbeing outcomes for the whole whānau.

Further information on our performance in relation to screening maternal mental health in financial year 2023 can be found in our Service Performance Report on page 39.

### Early intervention mental health support

Research shows offering early intervention mental health support before issues escalate has a positive impact on māmā and the long-term mental and physical wellbeing of their tamariki.

Across Canterbury, South Canterbury and Dunedin Whānau Āwhina Plunket provides an in-home early intervention maternal mental health support service for whānau who are experiencing distress adjusting to parenting.

Contracted by Te Whatu Ora, the Plunket Perinatal Adjustment Programme is a free service delivered by nurses and occupational therapists.

Midwives, doctors and other community and Well Child services refer people to the service and mums can also self-refer. Just under 550 mums have been supported in the last year, with a marked increase in those needing support in the antenatal period.

### Under one roof in Whakatāne

Whānau raising tamariki under five have improved access to early intervention maternal mental wellbeing support in the Eastern Bay of Plenty.

In January, the maternal mental health team from Te Whatu Ora Hauora a Toi moved into vacant space in the Whakatāne-based Whānau Āwhina Plunket rooms.

“We know supporting the mental wellbeing of parents and caregivers in the early years is key to ensuring pēpi and tamariki thrive as they develop.

“Our Plunket whare is a familiar, friendly and safe environment for whānau. By bringing the mental health team in-house, we hope this will help break down those barriers that sometimes prevent people from reaching out for support,” says Clinical Leader Annie Fisher.



*Pictured from left: Front- Whānau Āwhina Plunket Kaiāwhina Anyak Waititi, Nurse Jessica Heal-Stevenson. Back - Whānau Āwhina Plunket Nurse Haydee McAdams, Te Whatu Ora Maternal Mental Health Social Worker Lee Anne Tuwairua, Mental Health Nurse Samantha Notman and Plunket Nurse Lauren Erdbeer.*



### Pacific neighbour adopts Plunket model

In June, Whānau Āwhina Plunket signed an agreement with a health ministry delegation from Kiribati, paving the way for a nurse-led Plunket-style programme to be set up in the Pacific nation.

Chief Executive Fiona Kingsford says it's an honour to share knowledge and expertise with one of our Pacific neighbours, supporting Kiribati to improve outcomes for their families.

“Kiribati nurses will be mentored by our Plunket nurses. We will also be providing opportunities for them to visit Plunket clinics here to learn first-hand from Plunket nurses and the wider support team as part of the agreement.”

Whānau Āwhina Plunket will also support the Kiribati health service to develop a sustainable postgraduate nurse training programme in the early years space.

*Pictured: Whānau Āwhina Plunket CE Fiona Kingsford with Kiribati Minister of Health Dr Tinte Itinteang.*

### Family Start – Oranga Tamariki partnership

We are proud of our partnership with Oranga Tamariki delivering Family Start, an early home visiting programme focused on children and tamariki, and are delighted to be contracted to deliver this service for another three years.

The programme works with whānau to strengthen a child's health, learning and relationships. Family Start staff work alongside whānau, supporting them to meet their unique goals and aspirations.

Whānau Āwhina Plunket has Family Start contracts in Palmerston North and Tauranga. Other agencies offer this same programme in other areas of the country.

We are well placed to deliver this service because we have contact with such a large number of tamariki - more than 280,000 on our books. Anecdotally, we are told whānau appreciate this service being delivered by our kaimahi using Plunket vehicles, as there is no perceived stigma attached as our vehicles are seen visiting so many homes.

### Looking after our tamariki

Keeping tamariki safe in their surroundings and especially on the road as they grow is at the heart of our injury prevention mahi.

This year we've continued to work in partnership with Safekids Aotearoa and Police. We've run roadside stops, pop-up events and clinics for child restraint checks and installations, and provided whānau with face-to-face and virtual support to help keep their living spaces safe. We've also been to preschools, sharing general safety and child restraint information with staff and whānau. In the last year, we've completed over 1,500 face-to-face child restraint checks and installations and donated nearly 500 child restraints to whānau in need nationwide.

In addition, we've begun offering an online option for whānau who cannot access our services in-person. They can opt for a video call with a technician who can demonstrate how to correctly install a car seat. Currently, around five whānau each week are choosing to connect with us in this way.



*Pictured: Injury Prevention Coordinator, Pania Williamson (far right) gifting a car seat to whānau in partnership with Auckland Transport and the New Zealand Police during a child restraint check and giveaway event in Auckland.*







## Strategic Theme Four: Innovating to deliver health equity

Whānau Āwhina Plunket continues to build an innovative and agile organisational culture that is whānau-centred and flexible, to provide support to those who choose us in ways that best suit their needs.

This year, we have strengthened and developed the way we deliver services to our priority populations, including close monitoring of our performance in this space so we can continue to improve our service delivery and close the equity gap.

We've invested and expanded our PlunketLine virtual services to better reach whānau, and we've made it easier for people to contact us for support.

Our ability to pivot from face-to-face to virtual services during the unprecedented weather events in the North Island meant we could still be there for whānau in tough times.



### Using data and insights to deliver improved services equitably

Improving health equity is central to the difference we want to make for all whānau. This year, we have continued to develop how we use our data so we can better understand our performance and draw useful insights as to how we can improve.

We have now built and track a suite of service delivery performance metrics with a focus on closing the equity gap. Close monitoring throughout the year has allowed us to identify and target efforts to improve our results and we are encouraged by the progress we are starting to make in this space.

We remain committed to further evolving our data and metrics to better measure the impact of our mahi and achieve our goal of services being delivered equitably by 2025. More information on how we are doing on closing the equity gap can be found in our Service Performance report on page 38.

### Digital improvements and innovations

We are constantly striving to improve our digital technology, to make the most of new and more efficient ways of supporting our kaimahi in their day-to-day mahi while also making it easier for whānau to reach us.

It's really important for us to offer a nationally consistent experience that is efficient and ultimately leads to a better service for whānau.

### 0800 Adminline

Whānau who choose us can now phone a free-to-call 0800 adminline and our administrators have the digital tools at their fingertips to take that call no matter where they are located across the country.

Administrators transitioned to using the digital calling technology Amazon Connect last year – for some that meant a move away from using traditional desk phones for the first time.

Providing clients with a better, more consistent customer service was the catalyst for the change, as we could see from customer feedback and complaints that people were struggling to get in touch with us.

The free-to-call 0800 184 803 is a much more user-friendly way for people to reach us for information, or to book or change appointments. Through digital technology we now have baseline data to assess and improve customer service and customer engagement going forward.

### Streamlined appointments pilot

Creating efficiencies for our frontline kaimahi and the whānau we support is at the heart of a streamlined appointments pilot we ran in Auckland.

Administrators calling newly enrolled clients to welcome them to our service piloted booking the client's first three consecutive appointments during the call, rather than just the first.

Core appointments 1-3 are scheduled to occur when pēpi is four-six weeks, eight-ten weeks and three-four months.

Five hundred welcome calls were made during the pilot period – 85 percent of clients chose to book core appointments 1-3 during the call. Around 90 percent of clients who responded to a client satisfaction survey said booking the first three appointments worked for them. Seventy percent of nurses involved in the pilot who provided feedback said the change saved them time.

There has been a reduction in the number of 'late' cancellations of appointments as clients are rescheduling appointments with more advanced warning. The findings will inform a gradual roll-out plan across the country in the next financial year.





### PlunketLine expands video calling technology

It's now even easier for whānau to get private, face-to-face online support from our PlunketLine nurses thanks to a suite of new tools and expanded services launched this year.

In April, Te Whatu Ora provided funding for PlunketLine to expand its breastfeeding video calling services to include consultations about sleep. We began offering sleep consults from 10 May and delivered 151 video calls by the end of the financial year.

An online booking system was developed and went live in May so website users can select and book a video call appointment time. At present, it is available for breastfeeding video calls only while we expand our available resources for sleep video call services.

Technology allowing PlunketLine nurses to switch from a phone call to a video call has also been developed and will be put into practice soon.

### Website live chat pilot a success

A live chat pilot is underway on our website aiming to expand PlunketLine's reach to new audiences by offering our 1.6 million web visitors the ability to connect with a nurse through the Ask Aroha chatbot.

The Ask Aroha chatbot enables those who might not choose to pick up the phone to initiate contact online.

The pilot was developed in response to our 2018 website user survey. Many younger whānau find the instant messaging format more comfortable and convenient than a traditional phone line. Other benefits of live chat include its discreet nature, offering privacy and a level of anonymity, along with improved accessibility, particularly for the deaf and hearing-impaired community.

A total of 375 chats were handled between the pilot's launch on 4 April and 30 June 2023. A post-chat survey indicated that 53 percent of participants had not previously called PlunketLine. When asked how easy they found the live chat process, 88 percent responded positively, and 78 percent said they would use the live chat feature again.

The pilot will continue in the next financial year.

### Improving connections with rural whānau

The combined channels of our website live chat pilot, PlunketLine and video calls are working well together to support whānau.

A good example of this was shown one evening in May, when two young rural Māori parents used the Aroha chatbot on our website to ask a nurse for help with sleep for their pēpi. The nurse who answered the chat offered a video call with a Plunket nurse and the parents were keen to give it a try.

As the parents were living in an extended whānau situation, the grandparents were also able to participate in the call and ask questions. The nurse was able to see baby's sleeping space and discuss safe sleep messages with everyone. She booked them in for a follow-up video call and also encouraged them to call PlunketLine for further support.

This whānau had not had any contact with PlunketLine previously, making them the exact audience we are targeting with these expanded online services.



### PlunketLine feedback

We launched an online satisfaction survey in May 2023 to gather feedback from callers to PlunketLine, our free 24/7 helpline that connects whānau to free health and parenting advice.

Over eight weeks, this survey asks just under 9,000 callers to tell us what is working and what needs improving. Results of this survey are due in early FY24 and will be provided in next year's annual report.

Insights gained will be included in a wider evaluation of PlunketLine commissioned by Te Whatu Ora which looks at the helpline's strengths, opportunities for expansion and improvement.

Further information on our Plunketline performance can be found in our Service Performance Report on page 40.

### Quality Management Framework

Whānau and their tamariki deserve the absolute best from us, which is why quality is so important and a key consideration in everything we do. In March 2023, we launched our new Quality Management Framework which sets the foundations for a formalised, consistent and national approach to incorporating quality management into our daily mahi.

The framework encourages and empowers our kaimahi to identify improvement opportunities and find practical solutions to continuously improve the quality of our service. It enables them to take action on what they can do locally to ensure we provide a quality service, while also looking at quality management in a wider 'whole-of-system' context.

An initial evaluation was completed in the final quarter of FY23 by our clinical kaimahi who have received training on the framework, key concepts and applying it in a Well Child Tamariki Ora practice setting. Feedback has been overwhelmingly positive.

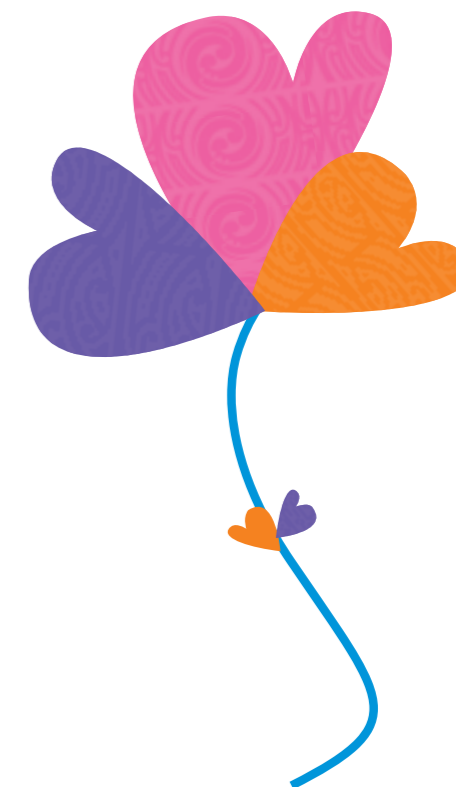
### Our social media

Facebook Live chats give whānau access to experts on parenting issues, tips and support no matter where they are in the country.

This year, we hosted 20 Facebook Live chats on a variety of topical issues including caring for tamariki during extreme events, allergies, sleep, starting solids, mental health, immunisation, breastfeeding and play for four-year-olds. These sessions reached 46,000 people when they were live-aired. Many more people continue to benefit from the advice as they remain available as a resource on our Facebook page and YouTube channel for anyone unable to watch them live.

Our best-performing live chats were on eczema, food allergies and starting solids.

*Pictured: PlunketLine Nurse and māmā of six, Makere Sargent is a familiar face hosting many Facebook Live chats.*



PlunketLine, our  
free 24/7 helpline





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

Whānau Āwhina Plunket is an organisation of scale, seeing eight out of 10 new pēpi. We are well placed with a model that delivers a consistent service across the country that is tailored to support whānau in their local communities.

We are the kaitiaki of one of the largest and most comprehensive databases with our electronic health record of tamariki under five.

Sharing our knowledge with other health and social services supports a healthier future for all whānau. Together, we can make the biggest difference to lifelong and intergenerational wellbeing.



*Pictured above (left to right): Pou Whakarae Dr Hera Black, Chief Nurse Dr Zoë Tipa, Clinical Services Manager Carena Nagle and Board Member Fiona Wiremu.*

*Pictured right: In March, Pou Whakarae - Chief Advisor Dr Hera Black shared hauora aspirations for tamariki under-five at Ngā Wānanga Pae Ora – a series of wānanga held across the country to guide the development of Pae Tū: Hauora Māori Strategy. Manatū Hauora Deputy Director-General Māori Health John Whaanga is on the left.*

### Maternal Mental Health Forum

Our inaugural Maternal Mental Health Forum in September 2022 brought together 66 of Aotearoa New Zealand's leading experts and practitioners in the field.

Perinatal anxiety and depression affect as many as one in four expecting or new māmā, with nearly 15,000 births across Aotearoa New Zealand impacted every year. Suicide is the leading cause of death among pregnant women and new māmā.

The Forum helped raise the profile and knowledge of issues faced by whānau experiencing distress and illness after the birth of a pēpi.

Chief Nurse, Dr Zoë Tipa, says she hopes that by prioritising the voice of whānau and working together across services, whānau experience in accessing care and support will be improved.

“The connections that were made and the stories that were shared that had a lasting impact on participants at the Maternal Mental Health Forum should not be underestimated. Ideas for specific initiatives need to be explored with individual communities and whānau to ensure they are reflective and responsive to their realities and needs.”

Whānau Āwhina Plunket is already running the Whānau Voice project to gain a deeper understanding of the lived reality from the whānau perspective, as well as developing a new model of care centred on relational practice and cultural responsiveness which aligns with the key messages raised at this event.

### Advocating for whānau needs

Plunket has a long history of advocating to create environments that support pēpi, tamariki and their whānau. In the context of the health reforms, our focus has been on engaging with those who are setting the direction for health in Aotearoa by responding to submission opportunities and contributing to a strategic report to highlight key issues.

### Report to the United Nations to highlight rights of the child

Whānau Āwhina Plunket, alongside other agencies, provided a report to the United Nations Convention on the Rights of the Child (UNCROC).

The Under 5s Thematic Report released in August 2022 raised awareness through media publicity that New Zealand tamariki under five years old experience significantly worse outcomes in health and welfare than those over five, particularly among Māori and Pasifika.

The paper found Sudden Infant Death in infancy, poor oral health, skin infections and respiratory infections were key issues deteriorating the health of preschool-aged tamariki.

### Representation on national committees

Our leadership team and kaimahi are on 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 is represented on:

- Federation of Primary Health Aotearoa New Zealand
- National Council of Women of New Zealand
- Wharangi Ruamano – Māori Nurse Educators across Aotearoa
- College of Midwives Board
- Nurse Executives New Zealand
- Nurse Educators Tertiary Sector New Zealand
- Tupeka Kore Expert Advisory Group
- Expert Advisory Group National SUDI Prevention Programme
- National Community Child Health Council Australasia
- Australian Association of Parenting and Child Health
- NZ Child and Youth Clinical Networks
- Digital Health Equity Reference Group
- Telehealth Professionals Community of Practice
- Telehealth Clinicians Community of Practice
- Power to Protect Expert Advisory Group
- Vitamin D companion statement steering group
- Paediatric Society Clinical Networks Governance group
- Expert Advisory Group: Growth Monitoring Aotearoa (GMA): Scoping Project

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.

### Advocating to government through making submissions

We are guided by our unique position of working in partnership with whānau and in the past year we have made submissions to the Ministry of Health towards:

- **Health of Disabled People Strategy (2023)** Our submission focused on our belief that the early years are critical for a life-course approach, especially in the area of screening, diagnosis and intervention. Any delays in providing support is a missed opportunity that can transform a child's overall quality of life. Greater support for carers is also vital given 49% of childhood disability is congenital.
- **Women's Health Strategy (2023)** Our submission focused on what needs to change to improve the health and wellbeing of mothers and young children and ensure the health of future generations.
- **Te Mana Ola: The Pacific Health Strategy (2023)** Our nurses see the health inequities experienced by fanau. The submission therefore highlighted the importance of systematic changes to address public health determinants. We believe it is vital to use a holistic approach to address health inequities.
- **Rural Health Strategy (2023)** Plunket is in a unique position where we are able to meet the whānau at home. Our focus of the submission was on access, especially to those who are isolated. We also acknowledged the growing diversity of the rural communities.







### Post Grad noho marae wānanga

In March, the first noho marae wānanga designed specifically for Māori nurses on the Post Graduate Certificate in Primary Health Care Specialty (WCTO Nursing) learning pathway was held at Papakura High School Marae.

Twenty-one nurses from Whānau Āwhina Plunket and nurses from hauora Māori Well Child Tamariki Ora providers (pictured left) gathered for the kanohi-ki-te-kanohi wānanga.

This was a valuable opportunity for whakawhanaungatanga (building relationships), embracing tikanga and mātauranga Māori (Māori knowledge). Students shared their life and work experiences, connecting the academic theory of the post grad programme to their day-to-day mahi supporting whānau in their rohe.

They also heard from many wāhine toa health leaders, including our Chief Nurse Dr Zoë Tīpa, who were there to share their expertise and inspire nurses on this learning journey.

Much positive feedback was received about the weekend and plans are now underway to have more regular noho marae wānanga for students.

### Plunket's role in education

From education in schools, right through to tertiary primary health education, Whānau Āwhina Plunket is committed to sharing its knowledge across health and social services to support a healthier future for whānau.

We have long been the country's only provider of the Post Graduate Certificate in Primary Health Care Specialty (WCTO Nursing). Offered in partnership with Te Pūkenga (Whitireia Polytech), in 2022-23, 67 nurses including those from Plunket and other WCTO services completed this distance learning programme.

With Te Pūkenga we offer the New Zealand Certificate in Health and Wellbeing (Social and Community Services) - Community Health Worker. This year we increased the level of support offered to Well Child providers to upskill their kaimahi, inviting them to join our professional development sessions alongside our nurses, kaiāwhina and community karitāne and also sharing our online child health education learning materials.

### Education begins at school

Our work in early childhood education begins with teenagers. This year, we provided a range of NCEA assessments and babysitting courses to over 3,200 secondary students. We have increased our reach into teen parent units throughout the country, from five to 12 out of the 25 units operating.

After trialling a youth parenting course for teenagers receiving government support, we have increased our impact from one youth service provider last year to working with 12 providers in 2022-23 using a virtual delivery option.



### Recognition of our mahi!

#### Whānau-centred approach improving outcomes

In April, our Waitemātā B4 School Checks team was delighted to get a shout-out from the Kahu Taurima team, currently redesigning the maternity and early years services.

The team works from the Henderson Super Clinic and was acknowledged as an example of working in a whānau-centred way that supports and improves health outcomes for pēpi, tamariki and whānau. The service provides wraparound care for tamariki about to begin school.

The initiative started as the team was seeing terrible dental caries during their B4 School Checks. They asked Auckland Regional Dental Service about making a space where tamariki could get dental care at the same time. They also invited the Hearing and Vision team and Te Whatu Ora Outreach Immunisation Team to provide their services at the clinic.

Feedback from whānau is that it is great to have 'one-stop shop' care, getting Well Child checks, immunisations, dental and eye tests done at one site instead of four separate appointments.

#### COVID-19 Response Recognition Award

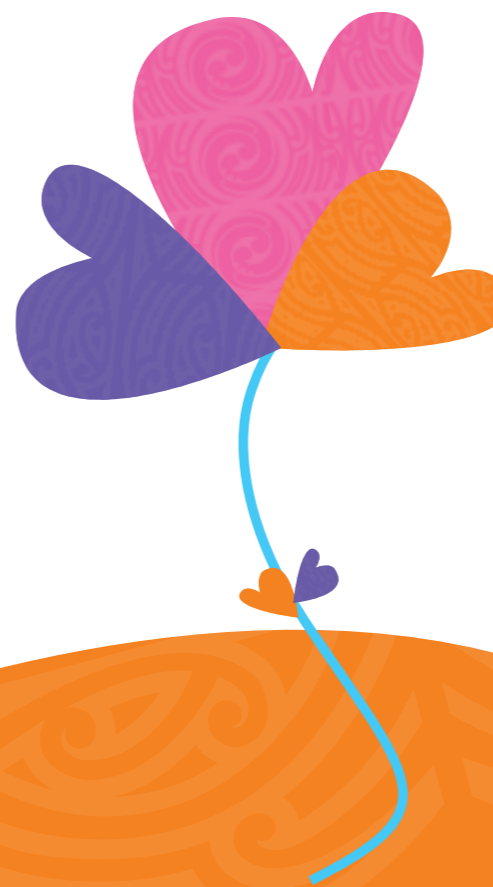
We were proud to receive a COVID-19 Response Recognition Award from Prime Minister Chris Hipkins in May 2023.

This organisational award recognises the collective efforts of people working for non-governmental organisations that provided social service support as part of the national COVID-19 response.

We are so grateful to all our frontline kaimahi who provided services that helped whānau to stay safe and healthy during periods of lockdown or self-isolation.



*Pictured: Service Delivery Manager Denise Shera with the COVID-19 Response Recognition Award.*





# 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 the difference of a lifetime for whānau and tamariki across Aotearoa. 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.

This year saw some amazing initiatives and generosity from our supporters that help whānau in an awe-inspiring, but very tangible way. We can't thank them enough.

## Partners

- BestStart celebrated their eighth year as Whānau Āwhina Plunket's Star Partner and held their eighth annual Plunket Appeal, raising over \$49,500. This appeal has raised over \$324,000 since 2016!
- One of our longest supporting partners, Huggies, kickstarted a 'donation drive' with a \$12,000 donation. Thanks to generous donations from the public, this figure tripled with \$37,000 raised overall. The Huggies Nappy Bank also continues to support families needing them most at Plunket locations in Auckland and Christchurch.
- The generous support we receive from The Warehouse is helping to ensure our valuable clinical and community support services remain available for children and their whānau. Fundraising initiatives include 'Plunket Recommended' car seats, Plunket branded totes and support via MarketClub. MarketClub continues to be a strong driver of financial support, with nearly \$200,000 donated this year alone.
- Wattie's continued to be one of our Pick Me Help Plunket partners, donating \$185,000 from the sales of a variety of baby and toddler foods.
- Dettol's continued partnership included soaps given out by our health workers with personal hygiene education. This helped combat rising incidences of skin infections in emergency housing in the Lakes area.
- Resene continued its national partnership and contributed additional funding to support various Whānau Āwhina Plunket building projects. Resene's Pots for Tots campaign also raised more than \$2,600.
- We welcomed two new partners to the Whānau Āwhina Plunket fold - Mocka and LifeDirect. They provided fantastic offers and discounts to our whānau across their various products.

- Regional and local partners are supporting whānau in their communities, with a special mention to Stone's Fabric Industries. Proceeds from their clothing and fabric recycling programme supports our community services in the South Island, such as parent connection groups and child playgroups.
- Arnott's supported our Dunk it for Plunket fundraiser, gifting everyone who registered to host a morning tea some delicious treats, which raised \$35,000 this year.
- The Ultimate Soiree, sponsored by Robert Walters, Cello's Queenstown Golf Day and Plunket's corporate Golf Day all helped to raise over \$100,000 this year supporting our work for the wellbeing of tamariki in communities across the country.

## Philanthropy

- The Wright Family Foundation has been an advocate for Whānau Āwhina Plunket since 2014, supporting our work and our people. This year they continued their support of the Whirihia programme - a kaupapa Māori pregnancy, childbirth and parenting programme in the Waikato. This programme has supported whānau in the wānanga format on marae. Funding has also continued to support PlunketLine's Breastfeeding Video Conferencing service, which was established with the help of the Wright Family Foundation in 2018. In addition, the Wright Family Foundation enabled a Whānau Āwhina Plunket forum to take place in September 2022, focusing on maternal mental health. This forum brought sector experts together to share ideas and collaborate to bring positive change for New Zealand whānau. We thank the Wright Family Foundation for their incredible generosity which has made a significant difference in the lives of New Zealand whānau and tamariki.
- A number of generous individuals and Trusts have kindly donated towards specific projects such as staff training, in-home visiting services and postnatal support groups. Thank you to all our generous philanthropists who make a big difference for whānau and tamariki across the country.
- We were grateful to receive nearly \$100,000 from 14 kind New Zealanders who left a Gift in their Will. Their legacy lives on through the future generations who will benefit from this support. Many New Zealanders have let us know that they intend to leave a gift in their Will to Plunket. Thank you for making a lasting difference for future generations.



## Grants

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 Rātā Foundation
- The Ministry for Primary Industries
- Toi Foundation
- Community Trust South
- Central Lakes Trust
- The Trusts Community Foundation.

## Rotorua hub new build

May 2023 was a special month for the Rotorua community, with a dawn site blessing and ground-breaking for the new Whānau Āwhina Plunket hub building on Pukuatua Street.

Whānau Āwhina Plunket Property Manager, Lindsay Seddon, says the hub, expected to be open in early 2024, will better meet the needs of the community, bringing services under one roof in a practical and whānau-friendly way.

"It'll be a one-stop hub, with three clinic spaces - two for Plunket and one for use by other organisations, three community meeting spaces and a centralised office for staff."

Matua Bryce Murray (Te Arawa, Ngāti Whakaue, Ngāi Te Rangi, Ngāti Ranginui) blessed the site and Whānau



Āwhina Plunket's Chief Executive Fiona Kingsford broke the sod, paying tribute to support from local iwi Ngāti Whakaue.

"A huge thank you must go to Whaea Norma Sturley - Te Arawa, Ngāti Whakaue, Ngāti Pikiao, Tainui, Ngāti Maniapoto, Ngāti Māhanga and Whaea Petrina Marsh - Tūhourangi, Ngāti Pikiao, Ngāti Whakaue and everyone else in the community who has supported us through fundraising for our new building."

Fundraising for the \$1 million hub moved to another level this year with incredible support from donations, partners and grants.

*We thank local iwi, Generation Homes Rotorua/Taupō, Placemakers Rotorua/Taupō, Plunket Foundation, Panasonic, BayTrust, Lottery Grants Board, Rotorua Trust, Rotorua Rotary Club, Rotorua Racing Club and our volunteer fundraisers.*

If you're interested in supporting the Rotorua rebuild project, please get in touch by emailing:

**[philanthropy@plunket.org.nz](mailto:philanthropy@plunket.org.nz)**

*Pictured above: Local iwi, Whānau Āwhina kaimahi and friends gather for a dawn blessing for the new Rotorua hub.*

*Circle insert: Chief Executive Fiona Kingsford breaks ground for the new build.*





# Whānau Āwhina Plunket Board and Leadership

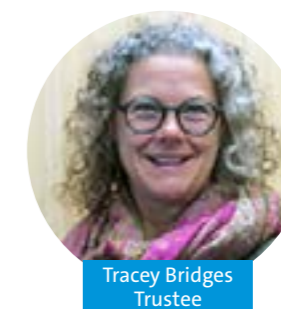
Royal New Zealand Plunket Trust  
(as at 30 June 2023)



Dame Fran Wilde  
Chairperson



Tarati Blair-Hunt  
Trustee



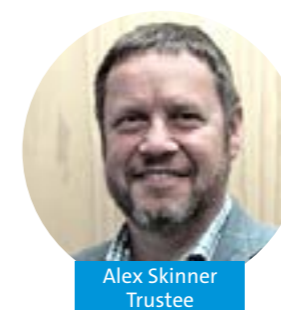
Tracey Bridges  
Trustee



Matthew Harker  
Trustee



Marama Parore  
Trustee



Alex Skinner  
Trustee



Fiona Wiremu  
Trustee

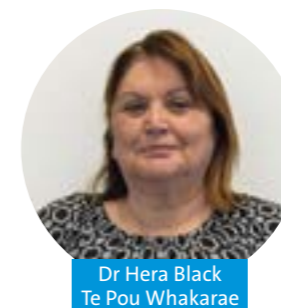


Anne Fitisemanu  
Trustee

Whānau Āwhina Plunket  
Executive Leadership Team (as at 30 June 2023)



Fiona Kingsford  
Chief Executive Officer



Dr Hera Black  
Te Pou Whakarae



Louise Eunson  
General Manager  
Performance Risk & Governance



Matthew Kenny  
General Manager  
Finance Technology & Commercial



Denise Shera  
General Manager  
Service Delivery



Libby Thomas  
Acting General Manager  
People & Culture



Dr Zoë Tipa  
Chief Nurse



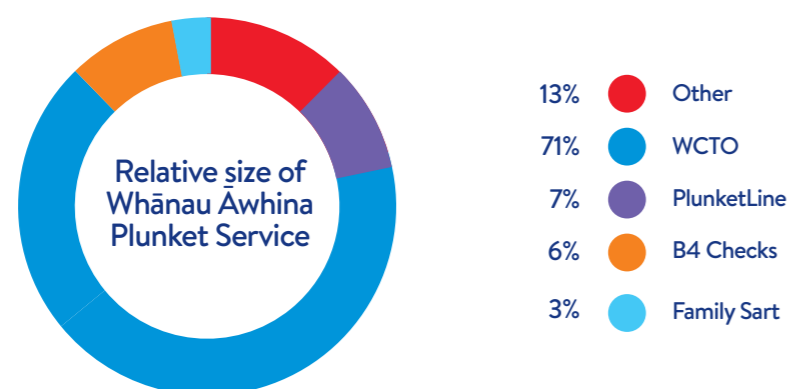
# Service Performance Report FY23

The services we provide are funded by Government and Whānau Āwhina Plunket fundraising – Community Trusts, grants, sponsorships, donations and partnerships.

Although we deliver a diverse range of services, our four largest service lines together account for 87% of our total revenue, with number of smaller services accounting for the remaining 13% of service revenue.

In the following pages we provide non-financial reporting on our service performance in relation to each of our two largest service lines: Well Child Tamariki Ora and PlunketLine.

Further information on who we are, what we do and the difference we want to make is provided on pages 1 to 5 of this Annual Report.



## How we selected our measures

Whānau Āwhina Plunket has service performance contracts in place with Te Whatu Ora for WellChild and PlunketLine. These contracts include metrics to measure the performance of these services. Based on selected key metrics under these contracts, we further refined and developed a suite of measures to best articulate our performance in the delivery of these services. Measures were developed in consultation with the Board, Executive Leadership Team and key management personnel.

## Well Child Tamariki Ora Service

### Service description

The Well Child Tamariki Ora programme is a series of health visits and support, offered free to all whānau for pēpi and tamariki from around six weeks to five years. Whānau Āwhina Plunket is the largest provider of this service.

This service helps whānau to improve and protect their children's health. Targeted and specialist health, education, and social supports can be accessed through the service for those requiring additional help.

Whānau Āwhina Plunket clinical staff (Plunket nurses, kaiāwhina and community karitāne) work in partnership with whānau and families to understand their health needs and develop a care plan to improve their child's health outcomes. Our nurses complete a health and development assessment with each child to check they are 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.

More information on the Well Child Programme can be found at [Well Child Tamariki Ora visits | Ministry of Health NZ](#)

### How is the service funded?

In 2023 Whānau Āwhina Plunket was contracted by Te Whatu Ora to manage, deliver, and report on its Well Child service.

Well Child Tamariki Ora Income Source	2023 Income
Te Whatu Ora	64,457,768
Grants & Other Income	407,135
<b>Overall Service Revenue</b>	<b>64,864,903</b>

## Measuring Our Service Performance - Well Child

### Performance Overview

The national nursing shortage and an increased pay gap between our nurses and frontline health workers continues to impact on us having sufficient kaimahi to deliver services to those who need us most.

In 2023, this has been further exacerbated by ongoing covid restrictions, higher rates of sickness for both kaimahi and whānau and the impact of significant adverse weather events in early 2023. On average, we had 23 fewer frontline kaimahi out delivering to whānau in 2023 compared to 2022. These 23 frontline kaimahi would likely deliver approximately 35,000 contacts per year.

However, the performance results on the following pages show that, despite these difficult circumstances, we have still managed to deliver this critical service for whānau.

### Performance Results

The following performance indicators have been selected to measure the effectiveness, timeliness, and accessibility of Whānau Āwhina Plunket's Well Child services and service delivery to all enrolled pēpi, and their whānau.

In line with our goal of equitable service delivery by 2025, performance for each of these measures is reported by ethnic grouping - Māori, Pacific Peoples and Non-Māori-Non-Pacific Peoples.

Performance targets for 2023 have been set for each of these measures in alignment with meeting our goal of equitable service delivery by 2025.

### 1. Percentage of pēpi who receive core contact 1 before 50 days of age

#### What does the measure mean?

Core contact 1 is generally our nurse's first opportunity to assess a child's needs and complete a care plan to best support pēpi and whānau. Completing core 1 on time (i.e. before 50 days of age) is important to the long term health outcomes of pēpi and whānau's as concerns can be identified and addressed at an early stage of life. If the core contact 1 is completed on time, infants are more likely to receive the other core contacts on time, therefore leading to improved health outcomes. Core contacts can only be delivered by a registered nurse. This measure allows us to assess whether core contact 1 has been completed before 50 days of pēpi age.

#### Scope of the measure

Initial access to the Well Child service generally occurs through referral of pēpi and whānau - most commonly by the Lead Maternity Carer (who works alongside the whānau during the birth and first six weeks after birth) to their Well Child provider of choice, or whānau can also refer themselves. The timeliness of this referral therefore directly impacts on our ability to deliver core contact 1 before 50 days of age.

Some whānau may also choose to change their choice of Well Child provider before they receive their core 1 contact.

To enable an accurate assessment of our service performance, this measure is calculated excluding all late referrals (defined as referrals received after 28 days from birth or 22 days before the core contact is due) and all transfers out to other providers before 50 days of age.

Measure Description	Result 2023	Target 2023	Target 2025	Result 2022
Percentage of pēpi who receive the core 1 contact before 50 days of age*				
Māori	82%	86%	93%	83%
Pacific Peoples	86%	88%	93%	86%
Non-Māori Non-Pacific	93%	93%	93%	93%

\* includes all pēpi referred before 22 days of the core contact being due

### Commentary

All 2023 results are within 5% of Target for 2023 and prior year results. We remain broadly on track to achieve our goal of equitable service delivery by 2025.

### 2. Percentage of core contacts delivered on time

#### What does the measure mean?

This measure demonstrates whether pēpi and tamariki are receiving core contacts that are due to them during the financial year.



By receiving core contacts on time, infants are more likely to have health and developmental issues identified in a timely way and improve long term health outcomes.

During financial year 2023 Whānau Awhina Plunket delivered 215,000 core contacts. 12,000 (6%) of those core contacts are not included in these measures due to not meeting the measurement criteria. Examples include not being referred or enrolled 22 days prior to the due date, not subsequently being enrolled on the due date or the core contact being delivered after the due date.

#### Scope of the measure

This measure calculates which core contacts were delivered that were due for children, based on their age during the year. To be included, whānau must be enrolled with or referred to Whānau Awhina Plunket at least 22 days prior (a consistent time span with the minimum referral period in measure 1 above) to the core contacts being due.

Measure Description	Result 2023	Target 2023	Target 2025	Result 2022
Percentage difference between the number of core contacts that should have been delivered, and the number of core contacts which were delivered*				
Māori	61%	66%	75%	64%
Pacific Peoples	61%	65%	75%	63%
Non-Māori Non-Pacific	65%	71%	75%	72%

\* includes all pēpi referred before 22 days of the core contact being due

#### Commentary

While service delivery in FY23 has not yet returned to pre-pandemic service delivery levels, it is now being delivered more equitably.

The 'equity gap' for this measure between Māori and Non-Māori non-Pacific has improved this year to 4%. This compares to 8% in financial year 2022. Between Pacific Peoples and Non-Māori non-Pacific, the 'equity gap' was 4% in financial year 2023, compared to 9% in financial year 2022.

4% of all cores in Financial Year 2023 equates to a gap of 2,144 core contacts annually to Māori and 782 core contacts annually to Pacific Peoples.

To manage the impact of ongoing pandemic restrictions, adverse weather events in early 2023 and reduced staffing levels, financial year 2023 saw us continue to prioritise cores 1,2 and 3 and our services to High Needs whānau – particularly Māori and Pacific peoples across cores 4,5, 6 and 7. This has resulted in there being no equity gap for Māori or Pacific Peoples in the delivery of cores 4 – 7 in financial year 2023, with the entirety of the gap being at cores 1- 3.

As we transition back to a more 'normal' state of service delivery, our focus is on delivering all cores on time to all whānau. The challenge for Whānau Awhina Plunket as we return to delivering more cores 4,5,6 and 7, is doing so in a way which maintains the equitable service provision that has been achieved to date, and building on this as we continue to move towards our goal of equitable service delivery by 2025.

It is also worth noting that the decrease on our 2022 results relates partly to changes to how core contacts were counted in early FY22. Our 2022 results include some cores delivered by phone call or video conference, which enabled us to achieve higher rates of delivery on time during that financial year.

### 3. Percentage of Additional contacts, by Need, delivered in the year

#### What does the measure mean?

Additional contacts are provided to tamariki and their whānau where there is an assessed need for intensive additional support. This need may be short term, or long term. These can be delivered in person, virtually or in groups. These can be delivered by a Registered Nurse, Kaiāwhina or Community Karitāne.

Our nurses are continually assessing the need levels of whānau using three categories of need so we can target our resources to those who need us most.

#### Scope of the measure

This measure calculates the distribution of additional contacts delivered, by category of need. The delivery of an additional contact is demand-based and driven by whānau level of need. As such, no targets for 2023 are set.

### Our performance results

Measure Description	Result 2023		Result 2022	
	%	#	%	#
Percentage of Additional, by Need, delivered in the year				
High need – long term	42%	69,805	40%	73,699
High need – short term	38%	63,127	38%	69,360
Low need	11%	18,654	12%	21,114
Level not assessed *	9%	14,518	12%	18,885

\* Level not assessed definition – an additional contact delivered to a client who has not yet received a needs assessment. Needs assessments are conducted at core contacts. An additional contact may be delivered prior to the client receiving core contact 1.

### 4. Percentage of whānau who receive SUDI information before 50 days

#### What does the measure mean?

Sudden Unexpected Death in Infancy (SUDI) is the leading cause of preventable mortality in New Zealand infants. Around 60-70 babies die suddenly in their sleep every year in New Zealand. Providing SUDI prevention information is a critical part of what we do to help whānau make informed decisions and take action to protect their pēpi. We provide SUDI prevention information either face-to-face at the core 1 contact, or through other modes of communication. The goal is to provide information before 50 days of pēpi age to reduce SUDI risks.

#### Scope of the measure

For the reasons noted in the first measure, this measure is calculated excluding all late referrals (defined as referrals received after 28 days from birth) and all transfers out to other providers before 50 days of age.

### Our performance results

Measure Description	Result 2023	Target 2023	Target 2025	Result 2022
Percentage of whānau who receive SUDI information before 50 days*				
Māori	81%	83%	90%	81%
Pacific Peoples	84%	86%	90%	84%
Non-Māori Non-Pacific	90%	89%	90%	89%

\* includes all pēpi referred before 28 days of birth

#### Commentary

All 2023 results are within 5% of Target for 2023 and prior year results. We remain broadly on track to achieve our goal of equitable service delivery by 2025.

### 5. Percentage of women screened at least twice for Maternal Mental Health (MMH) during pēpi first year

#### What does the measure mean?

Maternal mental health and wellbeing is one of the foundations of strong families, whānau, and communities. Our nurses review our maternal mental health at each core visit. The Patient Health Questionnaire (PHQ-3) is ideally administered at the Core 1 and Core 3 visits to ensure issues are identified and appropriate timely support is offered. Identifying and providing support for positive screenings improves the health and wellbeing outcomes for the whole whānau.

#### Scope of the measure

To be included in this measure, pēpi must be referred or enrolled within 28 days of the child's birth and remain enrolled for the child's entire first year.

### Our Performance Results

Measure Description	Result 2023	Target 2023	Target 2025	Result 2022
Percentage of women screened at least twice for Maternal Mental Health during pēpi first year*				
Māori	77%	81%	90%	77%
Pacific Peoples	76%	80%	90%	76%
Non-Māori Non-Pacific	85%	86%	90%	85%

\* includes all pēpi referred before 28 days of birth

#### Commentary

All 2023 results are within 5% of Target for 2023 and prior year results. We remain broadly on track to achieve our goal of equitable service delivery by 2025.



## PlunketLine Service

### Service Description

PlunketLine is a free 24/7 helpline for parents and caregivers of tamariki under five, regardless of whether they receive other services from Plunket not. Calls are answered by Plunket nurses who provide advice and information on parenting issues and the child's health and wellbeing.

PlunketLine also contracts with Whakarongorau Aotearoa to answer Healthline calls where there is a child under five who is sick or showing symptoms of ill health. All sick and symptomatic health-related information is recorded within the Healthline system.

When the health situation is deemed serious, PlunketLine nurses will connect emergency services and assist in the transfer of the caller.

PlunketLine also provides free breastfeeding and sleep support video call services, and Facebook Live sessions on health related topics.

During public health emergencies, PlunketLine works closely with the health authorities and Healthline to ensure timely support and advice to whānau.

### How is the service funded?

Whānau Āwhina Plunket is contracted by Te Whatu Ora to manage, deliver, and report on its PlunketLine service. We also have a contract with Whakarongorau Aotearoa to deliver Healthline service for children under five.

Plunket Income Source	2023 Income \$
Te Whatu Ora	5,251,429
Grants & Other Income	1,055,276
<b>Overall Service Revenue</b>	<b>6,306,705</b>

## Measuring Our Service Performance - PlunketLine

### Performance Overview

In FY23, PlunketLine performed below our contracted target levels for both performance measures. This was largely due to experiencing higher call volumes on our Healthline service, coupled with high staff vacancy rates and staff sickness during the year.

Furthermore, calls are becoming increasingly more complex and therefore taking longer. We are seeing this come through in our talk time data, with calls taking on average 25 seconds longer per call for our WellChild calls in FY23 compared to FY22.

### Performance Results

The performance indicators shown below have been selected to measure how well we deliver PlunketLine services.

#### 1. Total Answered Calls

##### What does the measure mean?

The total number of calls answered is a measure of our capacity to deliver PlunketLine services. Ensuring that PlunketLine functions efficiently is particularly important during times of population-wide ill health (such as during the Covid pandemic or the measles outbreak) when call volumes increase and whānau require additional health and wellbeing support from their homes.

Under our contract with Te Whatu Ora, this service has a target range of handling between 113,000 to 123,000 calls annually. PlunketLine promotional campaigns are organised to ensure whānau are aware of services.

##### Our Performance Results

Measure Description	Result 2023	Target 2023	Result 2022
Total number of calls handled	96,065	>113,000	99,137

##### Commentary

Our 2023 result is 16,935 calls below target for 2023. This is largely the result of staff sickness and the impact on staffing as Covid restrictions continued through FY23.

## 2. Call abandonment rate

### What does the measure mean?

The call abandonment rate measures the percentage of incoming calls where the caller hangs up before their call is answered by PlunketLine staff. A large spike in total calls or increase in complexity (leading to increase in talk time) may impact the abandonment rate. Under our contract with Te Whatu Ora, we have a call abandonment target of 10% or less.

### Our Performance Results

Measure Description	Result 2023	Target 2023	Result 2022
% of calls abandoned	13%	< 10%	17%

### Commentary

All 2023 results are within 5% of Target for 2023 and prior year results. We remain broadly on track to achieve our goal of equitable service delivery by 2025.



# 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, and GM Performance Risk & Governance

### Risk Assurance and Audit Committee

Alex Skinner RNZPT Trustee, RAAC Chair  
Matt Harker RNZPT Trustee  
Fran Wilde RNZPT Chair  
Fiona Wiremu RNZPT Trustee

## Independent Auditor's Report

To the beneficiaries of Royal New Zealand Plunket Trust

### Report on the summary financial report

#### Opinion

In our opinion, the accompanying summary financial report of Royal New Zealand Plunket Trust (the 'trust') on pages 43 and 36 to 41:

- Has been correctly derived from the audited trust's financial report for the year ended 30 June 2023; and
- Is a fair summary of the trust's financial report, in accordance with PBE FRS 43 Summary Financial Statements.

The accompanying summary financial report comprises:

- the summary statement of financial position as at 30 June 2023;
- the summary statements of comprehensive revenue and expense, changes in net assets / equity and cash flows for the year then ended; and
- the service performance report on pages 36 to 41

#### 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.

#### Other matter

The service performance report for the year ended 30 June 2022, was not audited.

#### 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 Report

- The Trustees, on behalf of the trust, are responsible for:
- the preparation and fair presentation of the summary financial report in accordance with PBE FRS 43 Summary Financial Statements; and
  - implementing necessary internal control to enable the preparation of a summary financial report that is correctly derived from the audited financial report.

#### Auditor's Responsibilities for the Summary Financial Report

Our responsibility is to express an opinion on whether the summary financial report is a fair summary of the audited financial report 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 report in our audit report dated 31 October 2023.

The summary financial report does not contain all the disclosures required for a full financial report under generally accepted accounting practice in New Zealand. Reading the summary financial report and the auditor's report thereon, therefore, is not a substitute for reading the audited financial report of the trust and the auditor's report thereon. The summary financial report and the audited trust financial report do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial report.

KPMG

KPMG  
Wellington  
31 October 2023

## Summary financial statements

### Royal New Zealand Plunket Trust Summary Financial Statements for the year ended 30 June 2023

This is a summary of the Trust's audited financial statements for the year ended 30 June 2023 which were authorised for issue on 31 October 2023. The summary financial report has been extracted from the full audited statements dated 30 June 2023.

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.

Service performance information is provided in our

Statement of Comprehensive Revenue and Expense for the Year Ended 30 June 2023	2023 \$000	2022 \$000
Contract Income	83,226	86,050
Sponsorship/Donations/Grants Income	7,004	6,917
Other Income	1,007	3,475
	<b>91,237</b>	<b>96,442</b>
Employee Costs	68,742	70,880
Service Delivery Expenses	15,298	15,691
Depreciation & Amortisation	2,815	3,417
	<b>86,855</b>	<b>89,988</b>
<b>Operating Surplus/ (Deficit) for Year</b>	<b>4,382</b>	<b>6,454</b>
Net Change in Fair Value of Available for Sale Financial Assets	6	(16)
<b>Total Comprehensive Revenue and Expense for the Period</b>	<b>4,388</b>	<b>6,438</b>

A surplus of \$4,382,000 was achieved this year (2022: \$6,454,000) mainly due to staff vacancies. There were nearly 30 nurse vacancies at the end of the financial year. The impact of these vacancies means we are unable to deliver all our core services resulting in many older tamariki missing out on later Well Child Tamariki Ora scheduled visits.

Statement of Changes in Net Assets / Equity for the Year Ended 30 June 2023	2023 \$000	2022 \$000
<b>Opening Equity Balance</b>	<b>37,008</b>	<b>30,570</b>
Operating Surplus/(Deficit) for Year	4,382	6,454
Net Change in Fair Value of Available for Sale Financial Assets	6	(16)
<b>Total Comprehensive Revenue and Expense</b>	<b>4,388</b>	<b>6,438</b>
<b>Closing Equity Balance</b>	<b>41,396</b>	<b>37,008</b>

Service Performance Report included in the Annual Report on page 36.

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](http://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 report (including financial statements and service performance report) and has the opinion the information reported in the summary financial report and service performance 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 report for the year ended 30 June 2023 on 31 October 2023.

Statement of Financial Position as at 30 June 2023	2023 \$000	2022 \$000
<b>Current Assets</b>		
Cash and Cash Equivalents	9,990	15,200
Accounts Receivable	8,723	1,477
Inventory and Other Current Assets	1,134	1,002
Properties Held for Sale	969	0
<b>Total Current Assets</b>	<b>20,816</b>	<b>17,679</b>
<b>Non Current Assets</b>		
Property, Plant and Equipment	33,602	35,204
Intangible Assets	5,058	6,503
Investments	260	158
<b>Total Non Current Assets</b>	<b>38,920</b>	<b>41,865</b>
<b>Total Assets</b>	<b>59,736</b>	<b>59,544</b>
<b>Current Liabilities</b>		
Payables	3,710	3,669
Employee Entitlements	5,920	5,767
Income Received in Advance	1,460	11,537
Income Invoiced in Advance	6,354	54
Finance Leases	304	557
<b>Total Current Liabilities</b>	<b>17,748</b>	<b>21,584</b>
<b>Non Current Liabilities</b>		
Finance Leases	84	388
Make Good Provision	508	564
<b>Total Non Current Liabilities</b>	<b>592</b>	<b>952</b>
<b>Total Liabilities</b>	<b>18,340</b>	<b>22,536</b>
<b>Net Equity</b>	<b>41,396</b>	<b>37,008</b>
<b>Total Liabilities and Equity</b>	<b>59,736</b>	<b>59,544</b>
<b>Statement of Cash Flows for the Year Ended 30 June 2023</b>	<b>2023 \$000</b>	<b>2022 \$000</b>
Net Cash Flows from Operating	(3,754)	13,608
Net Cash Flows from Investing Activities	(816)	473
Net Cash Flows from Financing Activities	(640)	(759)
<b>Net (Decrease) / Increase in Cash Held</b>	<b>(5,210)</b>	<b>13,322</b>



## Funding partners and supporters

### STAR PARTNER



### COMMUNITY PARTNER



### SPECIAL THANK YOU TO THE PLUNKET FOUNDATION



### National Partners

Bayleys Foundation  
Bepanthen  
Colgate  
Countdown  
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Generation Homes  
Harroways  
Huggies  
LifeDirect  
Mocka  
NXP  
Resene  
Sharesies  
Suzuki  
The Warehouse  
Wattie's

### Regional Partners

Auckland Council  
Stone's Fabric Industries

### Support Partners

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/ Te Whatu Ora  
New Zealand Media and Entertainment  
ParkMate  
Ricoh  
Robert Walters  
Trade Me  
Whitcoulls  
Ezi Rental

### Philanthropists

Advance Marketing  
David and Genevieve Becroft Foundation  
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Oceanbridge Shipping  
Pat and Gillian Galloway  
The Hinton family  
Walter and Rana Norwood Charitable Trust  
Wright Family Foundation  
14 generous New Zealanders left a Gift in their Will to Plunket

### Grant Funders

Acorn Foundation  
Akarana Community Trust  
Albert D Hally Trust Fund  
Aotearoa Gaming Trust  
Auckland Airport Community Trust  
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Christchurch City Council  
Christchurch Casino Charitable Trust  
Churchill Private Hospital Trust  
Claire Yvonne Thomas Charitable Trust  
Clutha Foundation  
Community Trust South  
Dorothy Newman Trust  
Dunedin Casino Charitable Trust  
Dunedin City Council  
E M Phazyn Trust  
Eastern Bay of Plenty Community Foundation  
Elsie & Ray Armstrong Charitable Trust  
F H Muter Trust  
First Light Foundation  
Four Winds Foundation  
Glenice & John Gallagher Foundation  
Graham & Olive West Charitable Trust  
Grassroots Trust  
Grassroots Trust Central  
Greytown District Trust Lands Trust  
ILT Foundation  
Invercargill City Council  
Invercargill Licensing Trust  
J N & H B Williams Trust  
Jolly Good Chaps Charitable Trust  
Kiwi Gaming Foundation Ltd (CERT)  
KPS Society Ltd  
Leonard Monk Charitable Trust  
Lion Foundation  
Lottery Grants Board  
MacKenzie District Council  
Marlborough District Council  
Mazda Foundation  
Milestone Foundation  
Ministry of Education  
Ministry of Primary Industries  
Nelson City Council  
Network Waitaki  
New Zealand Community Trust (NZCT)  
Oceana Gold  
Oamaru Licencing Trust  
Opotiki Community Health Trust  
Otago Community Trust  
Otago Motor Club Trust  
Otago Graduate Women  
Pelorus Trust  
Pub Charity  
Quota Opotiki Incorporated  
Rano Community Trust  
Rātā Foundation  
Redwood Trust  
Rio Tinto (NZAS)  
Rotorua Trust  
Rural Communities Trust  
Russell Henderson Charitable Trust  
South Canterbury Trust  
Southland District Council  
Sunrise Foundation  
Syd Slee Charitable Trust  
Tasman District Council  
Tauranga Energy Consumer Trust (TECT)  
TG Macarthy Trust  
The Trusts Community Foundation  
Timaru District Council  
Thomas Hobson Trust  
Toi Foundation  
TR Moore Trust  
Trust Aoraki  
Trust House Foundation  
Trust Waikato  
Waipa District Council  
Waitaki District Council  
Wakatipu Community Foundation  
We Care Community Trust  
WEL Energy Trust  
Western Bay of Plenty District Council  
Whakatane 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 to whānau raising their tamariki.

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

#### **Donate**

Whānau Āwhina Plunket's community services, such as parent support groups and injury prevention services are not funded by the Government. We rely on donations to give tamariki and their families the support they need. You can help by donating today at [plunket.org.nz/donate](https://plunket.org.nz/donate)

#### **Regular monthly giving**

Join Whānau Āwhina Plunket's Regular Giving programme to ensure children thrive and no whānau struggles alone: [plunket.org.nz/plunket/support-plunket/donate/](https://plunket.org.nz/plunket/support-plunket/donate/).

#### **Become a volunteer**

If you would like to donate your time and skills to help children and whānau thrive in your local community, sign up as a Whānau Āwhina Plunket volunteer at [plunket.org.nz/volunteer](https://plunket.org.nz/volunteer)

#### **Gifts in wills**

Including a Gift in your Will to the Plunket Foundation is a simple way to make a positive difference to future generations of tamariki in New Zealand. Please get in touch with us by contacting [philanthropy@plunket.org.nz](mailto:philanthropy@plunket.org.nz) to find out more.

#### **Philanthropy**

If you would like to donate towards a specific project and make a significant impact in the lives of children and their whānau, please contact the Fundraising Team at [philanthropy@plunket.org.nz](mailto:philanthropy@plunket.org.nz) and be amongst our vital Philanthropists.

#### **Payroll Giving**

Many workplaces have Payroll Giving, an easy way to support Whānau Āwhina Plunket. It automatically gets deducted from your pay and applies your 33 percent tax credit week-by-week. Talk to your Payroll team today to find out whether you have Payroll Giving or you could be the one to start it at your workplace!

#### **The Good Registry**

The Good Registry is all about more goodness and less waste! They help you to give simply, sustainably and kindly, and we are very proud to be one of their charitable partners. If you don't want or need any more 'stuff' for Christmas or your birthday, sign up with The Good Registry, where anyone (from corporates to little kids) can give the gift of giving - and do a little good! Find out more at [plunket.org.nz/the-good-registry](https://plunket.org.nz/the-good-registry).

#### **Fundraise for Whānau Āwhina Plunket**

Have an idea for how you could raise some money to support Whānau Āwhina Plunket? Contact us at [supporters@plunket.org.nz](mailto:supporters@plunket.org.nz) and we can get you started!

Arohanui.

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





whānau āwhina  
plunket