



whānau āwhina
plunket



ANNUAL REPORT

2021

ROYAL NEW ZEALAND PLUNKET TRUST



Our vision

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

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

Our goals

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

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

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

Our strategic themes

- Tamariki, their whānau, families and communities are at the heart of everything we do.
- High-performing Whānau Āwhina Plunket people.
- Integrated, collaborative and connected approach.
- Whānau Āwhina Plunket is a learning organisation fuelled by knowledge, data and insights.
- A bright financial future.

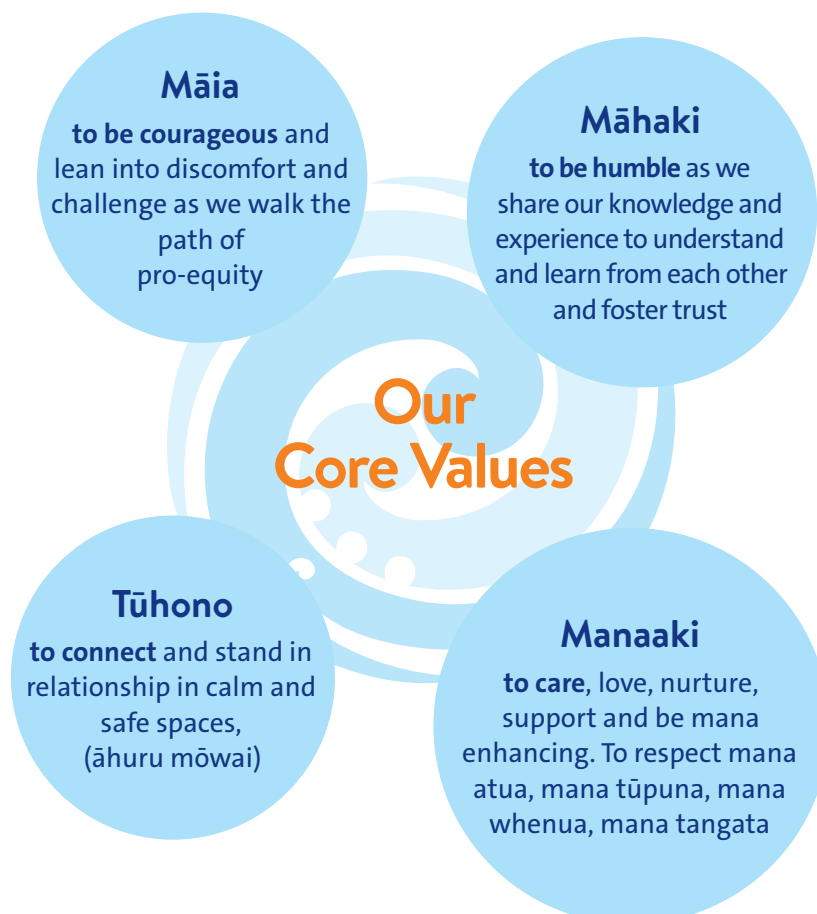
Our equity goal

All our services will be delivered equitably by 2025

In Aotearoa New Zealand, people have differences in health that are avoidable, unfair and unjust.

Equity recognises that different people with different levels of advantage require different approaches and resources to get equitable health outcomes.

Ministry of Health, March 2019



Contents

- 4 This is Whānau Āwhina Plunket
- 6 From our Board Chairperson
- 8 From our Chief Executive
- 10 Our year in review
- 12 Delivering on our strategy
- 24 Thank you to our partners, funders and donors
- 28 Whānau Āwhina Plunket Board and Leadership
- 29 Financials
- 31 Funding partners and supporters
- 32 Help make the difference of a lifetime

ISSN 2624-4675 (Online)

The artwork of Whānau Āwhina Plunket's founding wāhine toa, Mere Harper and Ria Tikini, is on display in the level 3 foyer of the Plunket Support Office in Wellington.

The artwork was created by Isobel Joy Te Aho-White (Ngāi Tahu and Ngāti Kahungungu ki te Wairoa) who used photos of Mere Harper (left) and Ria Tikini (right) to recreate their likeness.

Behind the pair is the whenua of the Karitāne peninsula. Overlaid on the work is our Ngā pae o te harakeke tohu, which was designed by Len Hetet.

Tuāpapa Te Tiriti – Our Foundation

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

We will be a strong Te Tiriti o Waitangi partner and will work with Māori to achieve Māori aspirations by applying the principles of Te Tiriti o Waitangi across all our work. These principles^[1] have been defined for the health and disability system as:

Tino Rangatiratanga

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

Partnership

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

Active Protection

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

Equity

Being committed to achieving equitable health outcomes for Māori.

Options for Māori

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

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



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. Pēpi, tamariki and whānau are at the heart of Whānau Āwhina Plunket – everything we do is centred on supporting pēpi and tamariki to have the best possible start in life.

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

Whānau Āwhina Plunket's nurses provide clinical assessments, and along with our Kaiāwhina and Community Karitāne provide care, support and health education to whānau and families.





Pēpi, tamariki, their families, whānau and communities

are at the heart of everything we do.

Well Child Tamariki Ora (WCTO) visits

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

In addition to the Well Child Tamariki Ora service, Whānau Āwhina Plunket also offers:

- PlunketLine – a free 24/7 parenting and child health helpline, staffed by registered nurses. PlunketLine also offers an innovative video-chat breastfeeding support service for mums.
- Other services – Whānau Āwhina Plunket delivers a range of mostly free community services (parent education, injury prevention, Kaupapa Māori antenatal wānanga) to support children and whānau,

based on the needs of the community. These are funded through fundraising, partnerships and community grants.

- A strong advocacy voice for health and wellbeing matters related to young children, whānau, families and their wellbeing.

Making the difference of a lifetime in the first 1000 days

Research shows the greatest social good will be achieved in investing in a child's earliest years. Everything from brain development to learning physical skills, to secure attachments that help children learn to love and trust others, to speech development and learning self-control, all happen in those first 1000 days.

The type of care a child receives in this critical time can make the difference of a lifetime. Whānau Āwhina Plunket is perfectly placed to make a difference in those early years.

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 delighted to present the 2020/21 Annual Report, which looks back on our organisation's achievements over the last financial year.

This has been another important year for Whānau Āwhina Plunket as we continue on our path of organisational development and pro-equity, working to the vision that guides everything we do: in the first 1000 days we make the difference of a lifetime.

As Aotearoa New Zealand's largest provider of Well Child Tamariki Ora services, our dedicated and committed kaimahi saw an incredible 291,796 tamariki aged 0 to 5 in 2020/21, including 89 per cent of all new babies across Aotearoa New Zealand, and 62 per cent of all newborn Māori pēpi. We are proud to touch the lives of so many New Zealanders.

Whānau Āwhina Plunket's work continues to be guided by our key priority areas of becoming a pro-equity organisation and improving Māori health outcomes; developing our digital channels; and supporting our people to do their jobs well. Throughout this report, you will see examples of our mahi to facilitate change and improve the way we work, so we can best serve pēpi, tamariki, whānau and communities across all of Aotearoa New Zealand.

Reinforcing our commitment to pro-equity

In the past year, as we draw to the end of our five-year strategy, we have reflected deeply on how we can make sure we're providing the best level of care, in the most beneficial way, to the people who most need us. We have re-affirmed our commitment to Te Tiriti o Waitangi and we are prioritising achieving equitable health outcomes, with particular focus on those groups that the health system has poorly served – whānau Māori, Pasifika families and those with higher needs.

Whānau Āwhina Plunket's kaimahi have the Board's full backing and support to carry out some of the most substantial changes our organisation has ever seen, so we can reach our ambitious goal of delivering services equitably by 2025. We've made some progress towards achieving this goal, but we know it will require courage and persistence to fully play our part in addressing the health inequities that persist in Aotearoa New Zealand. System change is what can make the difference of a lifetime and beyond and we're embracing our part in this change.

A year of uncertainty

During 2020/21 we all experienced the ongoing challenges of COVID-19, including local lockdowns, changes to alert levels and the continued economic and social ramifications of a global pandemic. For Whānau Āwhina Plunket and the people and communities we serve, these challenges exacerbated existing inequalities where impacts are disproportionately borne by those already susceptible to economic hardship and less resilient against COVID-19's wider social and economic repercussions. This reinforces our resolve that we are steering our waka firmly in the right direction with our pro-equity goal.

I'm proud to say our Whānau Āwhina Plunket people took the lessons of 2020 and continued to support staff and whānau through the ongoing uncertainty of COVID-19. In a world struggling to figure out how to respond to the pandemic, our values and pro-equity approach provided a clear path for us to focus on supporting those who most needed us. There was a real sense of camaraderie as our kaimahi worked out how to best assist communities and embraced the necessary changes to our service delivery, pivoting to provide our services virtually and using our PlunketLine expertise to support our whānau and families.

The uncertainty of COVID-19 also severely impacted our ability to hold fundraising activities, and our funding sources across the board have decreased. We are facing strong financial pressures with the ongoing funding shortfall for the delivery of our Well Child Tamariki Ora services and across most of our community-based services. COVID-19 has put the charity sector under enormous pressure both in terms of funding and demand. Nonetheless, we are adapting our fundraising to meet the challenging environment.

A bright future

The changes we've seen in the year under review have all fed into our new five-year strategy and longer-term work programme. We want to ensure Whānau Āwhina Plunket remains relevant to all whānau, provides equitable services across Aotearoa New Zealand, and moves toward an outcomes-based service model. Our new strategy is underpinned by our ambition to create generational change as we look at how we can innovate to create health equity. Our direction is completely aligned with the changes the Government is proposing for the wider health system and we look forward to collaborating with other providers to enhance all health outcomes across the board.

Thank you

As a charity, we are enormously grateful for the financial support we receive from our partners, supporters and funders. This support is critical to our delivery and is much appreciated.

I also pay tribute to our staff and volunteers for the tremendous work they did last year. The ongoing impact of the pandemic has put extra strain on our service delivery in many ways, but our people have met these challenges. The staff and volunteers of Whānau Āwhina Plunket have been outstanding and I and the rest of the Board thank them for their efforts.

Finally, as this is my first Annual Report as Chair, it is important to thank the whole Whānau Āwhina Plunket team for welcoming me so warmly. I have been highly impressed with the Whānau Āwhina Plunket

eco-system – kaimahi and volunteers, funders and supporters. I commend our visionary leadership team and Board, who have designed the path ahead and are striding firmly along it.

Whānau Āwhina Plunket is one of Aotearoa New Zealand's oldest organisations and has for more than a century delivered health services at the time of life when they can make the biggest difference. The history of Whānau Āwhina Plunket has reflected the history of the nation. Our honest appraisal of this history over the last few years and the conscious move to becoming a pro-equity organisation, underpinned by the principles of Te Tiriti o Waitangi, provides a focus entirely appropriate for the future. I am privileged to be able to play a part in delivering this change and look forward to seeing it fully implemented in the future.

Ngā mihi



Dame Fran Wilde, Board Chairperson

From our Chief Executive



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

It gives me great pleasure to present Whānau Āwhina Plunket's 2020/21 Annual Report.

Continuing on our pro-equity journey

Whānau Āwhina Plunket has been walking alongside Aotearoa New Zealand whānau and families for 114 years. We are privileged to be invited into the homes of whānau and families across the country every day. Through our work we touch the lives of hundreds of thousands of babies and children every year. Yet we know we still have work to do to better meet the needs of whānau, pēpi and tamariki Māori.

As you'll see in this report, 2020/21 marked an important step forward in our journey to address the issues we see in communities every day in Aotearoa New Zealand: uneven care depending on where you live, and poorer outcomes for whānau Māori, Pasifika peoples, and those with greater needs. As an organisation that sees around 89 per cent of all newborn babies in Aotearoa New Zealand, and 62 per cent of all newborn Māori pēpi, Whānau Āwhina Plunket has an obligation to work differently to help improve Māori health outcomes. We must continue to change and innovate, and provide a consistent service throughout Aotearoa New Zealand, ensuring every whānau has access to Well Child Tamariki Ora services no matter where they live.

In October 2020, we launched Te Rautaki Māori – Ngā Pae o te Harakeke (our Māori Strategy) to guide us on this journey. Te Rautaki Māori – Ngā Pae o Harakeke – sets our mahere mana taurite – our equity roadmap – and guides our responsiveness to whānau Māori.

The end of this financial year marked the endpoint of our last five-year strategy. Over the last five years, we've been working hard to create the conditions and lay the foundations for our pro-equity mahi. Our next phase

is to change the way we deliver our services so that we can begin to see tangible outcomes for our whānau. You will see this phase reflected in our new strategy, which will ensure we are doing the right things at the right time to achieve our long-term goals.

While it will take time, effort and commitment by each and every one of us to achieve our pro-equity goal, I am confident we are already starting to see positive change.

Acknowledging our past to look to the future – Ka mua, ka muri

An important step towards achieving our pro-equity goal for the future, is acknowledging our past. Part of that is recognising the role played by two Māori midwives, Ria Tikini and Mere Harper, in the foundation of what we know today as Whānau Āwhina Plunket. Their roles have been invisible in Whānau Āwhina Plunket's storytelling to date and rebalancing our whakapapa has been an important first step in righting this wrong.

Whānau Āwhina Plunket has also acknowledged the problematic views held by Dr Truby King in relation to eugenics, and we have apologised for the harm those views, and by association, our organisation caused to Māori. This is important, because we cannot expect to play a part in addressing the failings of the health system if we don't first acknowledge our part in those failings.

We welcomed the health reforms announced in April 2021 and look forward to the creation of Health New Zealand and a Māori Health Authority. The commitment to Te Tiriti o Waitangi principles and ensuring equitable health outcomes mirrors our own journey over the past five years.

Supporting our people

We have worked this year to provide our staff with the knowledge and tools they need to understand and embrace our pro-equity journey. We are supporting our staff to understand how personal and systematic bias and racism has led to poorer health outcomes for whānau Māori and Pasifika families.

Pro-equity must be something every person who works for Whānau Āwhina Plunket understands, embraces and enacts. We have launched learning opportunities that every person who works for us must complete, including the Be a Better Treaty Partner course. This course teaches Aotearoa New Zealand's history and describes the impacts of colonisation on Māori and the many systemic failures that have created the inequities

we face today. These tools will help our people deepen their pro-equity knowledge, guiding us towards our goal of equitable service delivery by 2025.

Embracing our whakapapa

In June 2021, I fulfilled a long-held ambition when I hosted 85 of Whānau Āwhina Plunket's senior frontline clinical leaders at a three-day noho marae at Puketeraki Marae in Karitāne. Together we learnt more about the local history, visited the urupa (cemetery) where our founding wāhine toa, Mere Harper and Ria Tikini are buried, and talked about how our staff can support pro-equity through their own work every day.

We also took a hard look at our performance data over the past few years. We saw that despite our best efforts, we haven't created change in the outcomes for our Māori, Pasifika and higher-needs families. So, as a leadership team we committed to doing things differently in the future. We agreed to develop a clear and consistent way of prioritising our delivery for whānau Māori and Pasifika families. It was humbling to see our leaders committing to achieving this change and committing to personal change.

I am proud of Whānau Āwhina Plunket's bold, courageous leadership team and their desire to make a positive impact on Māori health.

Future challenges

Like the rest of the charity sector, Whānau Āwhina Plunket faces significant challenges from increasing financial pressures, ongoing changes in the health care landscape, and the continued uncertainty of COVID-19 and its economic, social and health impacts. We continue to innovate and adapt, including delivering more of our services online and exploring alternate sources of funding. But our financial constraints will impact our ability to meet the needs of our families and whānau in the coming years and we will need to prioritise how best to serve our communities.

We are also facing a time of pivotal change in the health and disability system that will affect the way health services are commissioned, funded and delivered.

As our population continues to grow, other challenges remain with a more diverse Māori, Pacific and Asian population growing at a faster rate. There are also significant inequities in health outcomes for Māori and Pacific populations to address.

The post-COVID-19 environment has also highlighted the significant and severe health workforce challenges that the sector will face.

It certainly is a dynamic time in the sector, and our new strategy ensures we are ready to face the challenges to ensure that we deliver equitable outcomes for all.

Thank you

Finally, I'd like to recognise our kaimahi and volunteers for their continued commitment to our pēpi, tamariki, whānau and communities. It's been another very full and at times testing year, particularly with ongoing COVID-19 Alert Level changes and regional lockdowns. At these times, our individual and collective resilience is tested as never before. Our staff have been nothing but inspiring with their adaptability and commitment to providing the best possible care to our whānau, despite challenging circumstances.

A special mention must go to our nurses, health workers and kaiāwhina who have been under increasing pressure this year not only due to the continuing uncertainty of the pandemic, but also through other issues such as supporting our whānau and families who are under increasing financial stress, high caseloads, and difficulty filling staff vacancies.

We are also incredibly grateful for the support we receive from our partners, supporters and funders. Our heartfelt thanks for helping us support our communities.

As an 1,100-strong team we are motivated by the difference we can make in communities across Aotearoa New Zealand, and I am very excited about the work we are doing to achieve equitable outcomes for all New Zealanders. It is a privilege to be part of a dynamic organisation unafraid to test the waters in the pursuit of better outcomes for our communities.

Ngā mihi nui



Amanda Malu, Chief Executive

Our year in review

Well Child Tamariki Ora

291,796



Children seen by Whānau Āwhina Plunket (0-5 years) in 2020/21

51,082



New Whānau Āwhina Plunket babies in 2020/21 – (89% of new babies across Aotearoa New Zealand)

1,284



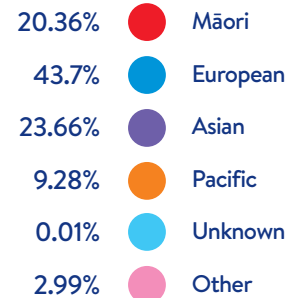
Contacts made with whānau and families every day – (468,595 over the year)

27,586



B4 School Checks for 4 year old completed

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



Website and social media



Average of
191,486
website visits
per month



23
Facebook Live Chats
Average of
11,907
views per month of
Facebook Live Chats



801
breastfeeding support
sessions using video
conference



109,421
calls handled by PlunketLine
(inbound and customer
support outbound)

Top topics

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

Our people



13.2%	●	Māori
60.8%	●	European
9%	●	Asian
5.8%	●	Pacific
0.7%	●	Middle Eastern, Latin American and African
4.8%	●	Unknown
5.7%	●	Other

Frontline nurses

545

Community Karitāne

91

Kaiāwhina

50

Community staff

115

Our kaimahi by region



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

We know that differences in health outcomes are not only avoidable but can be unfair and unjust.

Equity recognises that people with different levels of advantage require different approaches and resources to get equitable health outcomes.

We are developing a performance measurement framework for our organisation so we can measure our progress towards achieving the outcomes outlined in our new strategy.

We will develop key indicators to measure and monitor progress towards our pro-equity journey – we have initially focussed key indicators for our equity goal in our delivery of Well Child Tamariki Ora services.

Key Indicators - 20/21 year

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

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

Core 1 on time %	
Māori	62
Pacific	65
Non Māori, Non Pacific	79

2. Ensuring all pēpi, particularly Māori pēpi and Pasifika babies receive all WCTO core contacts in the first year of life.

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

5 cores on time* %	
Māori	37
Pacific	33
Non Māori, Non Pacific	48

* The lockdowns and alert levels had an impact on our performance

3. Ensuring all our whānau and families are provided SUDI prevention information at a core contact before 50 days of age.

SUDI on time %	
Māori	65
Pacific	68
Non Māori, Non Pacific	78

4. Proportion of Whānau Āwhina Plunket Kaiāwhina services delivered to whānau Māori.

% Māori	
All contact types	68

Delivering on our strategy

Our Strategic Themes guide our programme of work each year

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

Our services need to work for all tamariki, their whānau, families and communities. We know that whānau Māori and Pasifika families find it harder than others to receive our services in ways that work for them. In 2020/21, we focused on developing our pro-equity response to achieve greater equitable access to our services.

Te Rautaki Māori – Ngā Pae o te Harakeke – shaping our pro-equity journey

We want every tamariki to get the best possible start in life – but we know not all whānau are able to access the services and support they need. Whānau Āwhina Plunket is committed to achieving equitable health outcomes for Māori.

Under Te Tiriti o Waitangi, whānau Māori have tino rangatiratanga and the right to self-determination and mana motuhake in the design, delivery and monitoring of health and disability services. They should also have access to culturally appropriate services that supports hauora Māori models of care. Whānau Āwhina Plunket is working to develop our services so we can deliver in a way that helps whānau Māori achieve their aspirations and better meets their needs.

In October 2020, we launched Te Rautaki Māori – Ngā Pae o te Harakeke (our Māori Strategy) to guide us on this journey. Te Rautaki Māori – Ngā Pae o Harakeke – sets our Mahere Mana Taurite – our equity roadmap – and guides our responsiveness to whānau Māori. It is built on the foundation set by the two previous Māori Strategies of 2000 and 2015.

Around 300 people, including kaumatua, kuia, Māori nursing students, māmā and pāpā Māori and their whānau, Māori academic experts from various iwi, hapū and hāpori, kaimahi Māori, and Whānau Āwhina Plunket kaimahi and leaders, contributed to Te Rautaki Māori – Ngā Pae o te Harakeke. Their feedback shaped the strategy and the way we approach our work.

First Engagement

A key part of our work is to prioritise appointments for whānau Māori, Pasifika families and those with higher needs. We know that if we can get the first core contact done well and early, we will increase the likelihood of whānau staying with our service and receiving all their contacts in the crucial first year of life.

In January 2021, we launched the First Engagement project – an important part of our pro-equity mahi that streamlines how whānau and families enter our service, so that we see those who need us most as soon as we can.

We piloted this streamlined process in Counties Manukau for six weeks over April and May 2021. Following the promising preliminary results from the pilot, we've expanded the project to Auckland and Northland before implementing the process nationally.

By making incremental changes to the way we deliver our services, Deputy Chief Executive Operations Linda Biddle is hopeful our kaimahi will be better equipped to increase access to our services for Māori whānau, Pasifika families and those with higher needs.

“We know that some people – such as whānau Māori and Pasifika families – receive fewer key services when compared to other ethnic groups,” Linda says. “First Engagement is just one way we're increasing equitable access to our services, and helping our whānau and families access other services that may be useful to them.”

Engaging Whānau

Our Engaging Whānau project continued this year in Karitāne, Heretaunga (Camberley and Flaxmere) and Kirikiriroa (Hamilton). Supported by the NEXT Foundation, Engaging Whānau is a whānau-led and co-designed approach to improving our service delivery to whānau Māori. The project is in its final phase and we'll use insights from the project to improve our engagement with whānau Māori, and design a service that leads to better health and wellbeing outcomes for whānau and tamariki Māori.



Aroha and PlunketLine Chat development

As part of our Digital Strategy, in late 2020 we embarked on a project to introduce live chat to the Whānau Āwhina Plunket website. This project consists of two elements: Aroha – our automated chat bot, and PlunketLine Chat – a live chat feature designed to connect website users with PlunketLine nurses through digital communication.

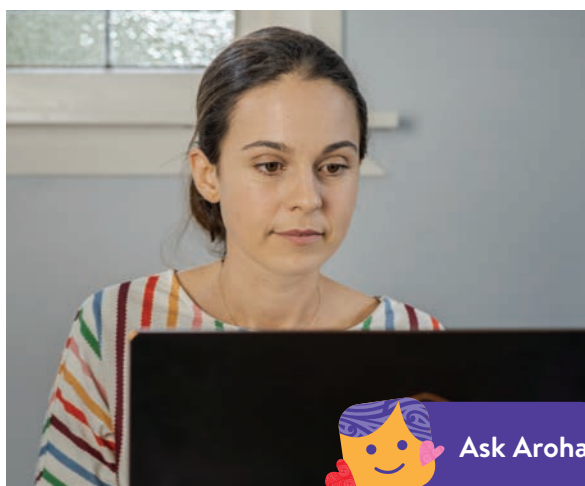
The project aimed to create new ways to engage with people in a non-judgmental way. It invites anonymity and inclusion for anyone who doesn't feel comfortable reaching us by phone through PlunketLine. Aroha is integrated into the Whānau Āwhina Plunket website,

which is zero-data, allowing visitors to access all information without using their own data.

Aroha was the first stage of this project and went live in December 2020. Using insights from PlunketLine and a Google Analytics review of website users' activity, we identified the top three queries we receive through these channels: car seat queries; how to enrol with Whānau Āwhina Plunket; and what courses we offer. We present these queries to people who engage with Aroha when they visit our website, giving them an easier way to find the information they're seeking.

Aroha provides some relief for the general and administrative enquiries our PlunketLine staff receive. She is also a helpful navigation aid for those overwhelmed by the 900-plus pages of information on the Whānau Āwhina Plunket website. Aroha receives around 100 queries per week and we expect this to increase after her second stage of development, which will broaden her depth of knowledge to help users and increase the number of queries she can answer.

The next stage of this project is the PlunketLine chat functionality – a direct line to a PlunketLine nurse for clinical queries. This chat option integrates to the PlunketLine AWS system, which means information is fed to PlunketLine nurses in the same way, offering a streamlined interface and workstream protocol. This will be released in the next financial year and offers another digital channel to our whānau and families.





Strategic Theme Two: High-performing Whānau Āwhina Plunket people

A key focus for Whānau Āwhina Plunket is on how we help our people better understand our pro-equity goal, why it is important, and how they can support it through their own work.

Be a Better Treaty Partner

Through our Be a Better Treaty Partner course, every person who works for Whānau Āwhina Plunket is learning about Aotearoa New Zealand's history and Te Tiriti o Waitangi.

The four-week online course, which we've been rolling out since May 2021, provides our kaimahi with information and resources to increase their understanding and knowledge of the history of Aotearoa New Zealand, from pre-colonisation to now, and the impact that has had on whānau Māori.

Staff feedback on the course has been incredibly positive, with people commenting on the powerful, energising and challenging content:

- *I really enjoyed all the speakers, their honesty and genuineness.*

- *The course gave me plenty of insights, mainly about reflecting on the amount of racism in this country, which is sobering. Personally, it gave me insights on how I can speak up more, and I have started to out racism now with the odd family member and friend. It's been fantastic to use some of the tools provided in the course.*
- *What stood out for me was how little I knew of the past.*
- *I found a lot of the information has challenged my thinking in a positive way.*

The Be a Better Treaty Partner course is a crucial part of helping everyone at Whānau Āwhina Plunket understand what pro-equity means for us, and how we can all lead this change. Through it, we are supporting our staff to not only understand, but to implement our pro-equity goal – to perceive how personal and systematic bias and racism has led to differences in health that are not only avoidable, but unfair and unjust.

Ako Māori Learning Framework

In June 2021, we launched the Ako Māori Learning Framework, which is woven from Te Rautaki Māori – Ngā Pae o te Harakeke 2020 (our Māori Strategy) and our 2018 People Strategy. It is designed to provide our people with the knowledge and skills they need to provide appropriate care and support to tamariki,

whānau and communities and help all Whānau Āwhina Plunket staff better understand what it means to be a pro-equity organisation and deepen their pro-equity knowledge.

Through the framework, our Ringa Raupā Rōpū – the team supporting Whānau Āwhina Plunket’s pro-equity journey by helping kaimahi apply Te Rautaki Māori – Ngā Pae o te Harakeke and our core values to our everyday mahi – along with our Organisational Capability team, are providing innovative and enriching learning opportunities to all Whānau Āwhina Plunket kaimahi. The courses are delivered face to face and online, in group and individual sessions, and through internal and external providers.

Keeping up with best practice – providing learning opportunities for our kaimahi

Since we launched our online learning platform Te Māra in September 2019, we have been continually adding to our suite of learning courses, ensuring our people have at their fingertips the latest best practice learning specific to their role.

Te Māra can be accessed 24/7 on Whānau Āwhina Plunket devices, giving our people the flexibility to learn at a time and place that best suits them. Each learner develops a history so they can view which courses they have completed and the courses they can work on in the future.

In the 2020/21 financial year, 812 staff completed 5,017 courses online. We created an additional 51 courses, 30 of which have a focus on clinical practice.

As well as the suite of learning opportunities we offered internally, we also gave our people the chance to attend external professional development through the Whānau Āwhina Plunket Professional Development Fund.

The fund provides financial assistance for staff attending external opportunities such as conferences, courses, university study or workshops. In 2020/21, 628 staff, including 489 clinical staff undertook external learning opportunities.

Noho marae in Karitane – supporting our leaders on our pro-equity journey

In June 2021, we brought together 85 of our frontline clinical leaders at Puketeraki Marae in Karitane – the place where Whānau Āwhina Plunket began in 1907. Our three-day noho marae hui was our chance to focus on our uara/values and our pro-equity approach, and how we will achieve our ambitious goal of delivering services equitably by 2025.

It was in this setting – surrounded by Whānau Āwhina Plunket’s rich history – that we laid out the aspirations of our leaders for pro-equity and re-affirmed our commitment to Te Tiriti o Waitangi. We also opened discussions about how to tackle one of our biggest challenges: how to provide a universal service in an equitable way, and the support our leaders need to lead the charge.

“As a leadership team we committed to doing things differently in the future. We agreed to develop a clear and consistent way of prioritising in order to shift the dial on the way we deliver for Māori whānau and Pasifika families and those with higher needs, and to play our part in levelling the playing field for all pēpi and tamariki in Aotearoa New Zealand,” says Chief Executive Amanda Malu.

We ended our noho marae with a commitment from our frontline leaders to make our pro-equity goal front and centre, and with an inventory of the tools needed to develop and support this change.





Strategic Theme Three: Integrated, collaborative and connected approach

A key focus of our Whānau Āwhina Plunket strategy is to build greater collaboration with other organisations working with whānau, and better connect our services to create improved outcomes. Whānau Āwhina Plunket is in a unique position to identify the needs of families and whānau, and partner with other organisations that share our passion and commitment to make a difference of a lifetime for tamariki and whānau.

Building our partnership with Kīngitanga

In April 2021, our Chair Dame Fran Wilde and Chief Executive Amanda Malu met with Archdeacon Ngira Simmonds, the Chief of Staff for Kīngi Tūheitia Paki, to discuss the aspirations of the Kīngitanga for mokopuna ora.

They discussed Whānau Āwhina Plunket's pro-equity approach to the improvement of our services, so we can deliver in a way that better meets Māori whānau needs and helps them achieve their aspirations.

This was the beginning of what we hope will become a deep and long-standing partnership.

Partnering with the New Zealand College of Midwives

We are delighted 2020/21 has seen closer relationships develop with the New Zealand College of Midwives. In particular, Whānau Āwhina Plunket and the New Zealand College of Midwives are exploring how we can work more collaboratively in response to the health sector reforms, including improving the way we share

information. This collaboration and integration will support the critical early years.

Whānau Āwhina Plunket aspires to be modern, relevant and responsive so we will remain at the heart of the next generation of Aotearoa New Zealand. Our relationship with the New Zealand College of Midwives is an integral part of our future success, and the difference we make to a child's life in the first 1000 days.

In the Horowhenua, the Whānau Āwhina Plunket team is improving communication and engagement by joining together with local midwives and other community providers to explore ways of better reaching higher needs families.

In Auckland, Whānau Āwhina Plunket is collaborating with the College of Midwives to look at possible co-location options. Waitemata District Health Board and Whānau Āwhina Plunket have been working together since November 2017 to run antenatal classes on the North Shore of Auckland. The joint venture not only provided parents-to-be with advice and support through the birthing experience and postnatally, but also ensures they are aware of the support and advice Whānau Āwhina Plunket can offer on their parenting journey.

In Hamilton, Whirihia works alongside local midwives and runs a two-day hapu māmā wānanga designed to empower, enrich and support hapu māmā and whānau to learn about haputanga, whakawhānau, parenting support, home safety, CPR and water safety.

In Canterbury, antenatal and postnatal parenting groups work together in a multidisciplinary approach to support at-risk mothers and whānau with midwifery care, Well Child Tamariki Ora care and intensive

support in the health and social service sector. Other collaborations include the Canterbury pregnancy and parenting education team, where midwifery services and Whānau Āwhina Plunket support young expectant parents.

Five to Thrive

In September 2020, we teamed up with Barnardos, Te Kahui Mana Ririki and Save the Children New Zealand to put the needs of tamariki at the top of the agenda ahead of the 2020 election.

Five to Thrive identified five key issues where urgent change is needed for children – realising the potential of whānau Māori and reducing inequities; investing in children's early years; an affordable and healthy home for every child; lifting children and their families out of poverty; and mental health support for every child and new parent who needs it.

The campaign – which was met by overwhelming support by the public – asked politicians to commit to addressing these issues and the voting public to support calls for urgent progress to be made.

As a result of the campaign, thousands of Kiwis registered their support for Five to Thrive through social media and website visits, many taking action to sign an open letter to politicians or writing to their local MP.

Collaborating with the Ministry of Health

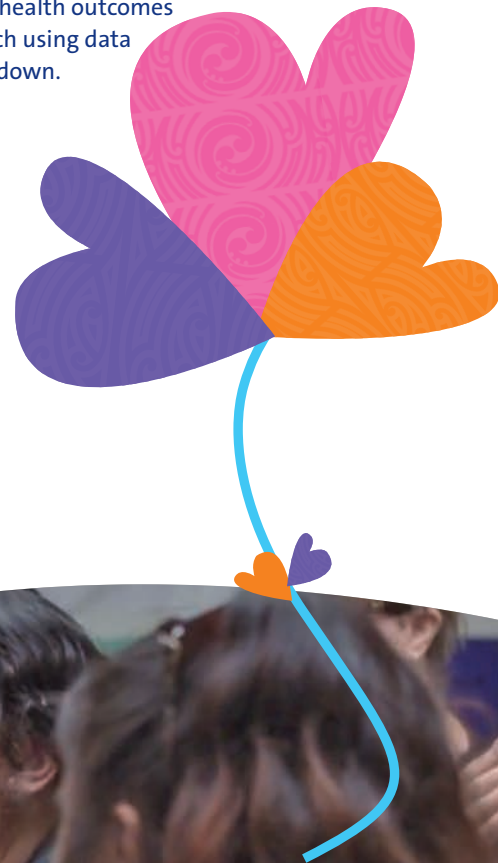
We have a strong and positive working relationship with the Ministry of Health and as a large provider of health and support services for whānau and families with children under 5, we strongly support the Government's commitments to improving the health and welfare of our youngest citizens. We are working

closely with the Ministry to support the Government and other providers to achieve equitable access to services and improved outcomes for whānau Māori, as well as delivering to all our whānau and families.

The Ministry of Health contributed to the evaluation of our Prioritised Virtual Service (PVS) delivery during the national 2020 COVID-19 lockdown, enabling us to use the lessons from PVS to continue to improve how we deliver services and support families and whānau.

Our Chief Nurse Dr Jane O'Malley and National Advisor Karen Magrath supported the Ministry's Interim Clinical Governance Group (ICGG) for maternity and Well Child health services set up during the first COVID-19 outbreak. Made up of the Ministry clinical advisors, Well Child Tamariki Ora provider representatives, Māori health advisors and the New Zealand College of Midwives representatives, the group supported the development of Ministry practice guidance for providers and practitioners for Alert Levels.

The ICGG continues to guide ongoing work and improve responsiveness, equitable health outcomes and integration of approach using data and insights from the lockdown.



Helping Pasifika communities through COVID-19 anxiety

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

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

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



Plunket in the Neighbourhood (PIN) groups

Supported by a Ministry for Primary Industries grant, we ran a wide range of PIN groups across the Western Bay of Plenty and Rotorua.

The PIN group in Mamaku near Rotorua provided a warm, inviting community for parents from the rural areas around the village, so they could create connections and friendships, and reduce isolation. The group made an incredible difference in the lives of these mothers. Here are just some of the heart-warming stories:

- Five mothers who attended the group all lived on farms down the same very long rural road and had never met each other.
- Two mothers who had met in hospital after giving birth reconnected through the group.
- A new mum with a 15-week-old baby had lived rurally in the area for five years but did not know anyone. She came to the group to meet other mothers including her neighbour, who she had seen out with her children but never met.
- One mother came to a session very flustered – her husband was sick, so she'd had to do the milking. She had milked the cows with her baby on her back and came straight from the farm in her gumboots. Our Community Service Coordinator gave the mum a hot drink and held the baby while she relaxed on the couch. The mum commented, "I really needed that, this week."
- Sport Bay of Plenty gave a talk about children learning at their own pace. They also talked about self-care and how important it was for the mothers to have their own time and space to keep themselves well. The mothers commented that they enjoyed the

session, with one remarking: "It's nice to know I can have time by myself and not feel guilty."

- A Whānau Āwhina Plunket Community Karitāne presented information on the importance of sharing stories with tamariki at one session, and choking and CPR at another.
- The mums wanted to learn about car seat safety, so the Whānau Āwhina Plunket Community Service Coordinator put together an information pack and arranged for the Rotorua car seat clinic to talk to the group.

The connections made through the PIN group continue to this day, with three mothers taking time to regularly walk together with their tamariki. Two mothers have joined the local Playcentre, and a messenger group has been set up to arrange monthly meetings and invite new mothers. The group has also set up a buddy system for new mothers, so they are not daunted by the prospect of walking into a bigger group.





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

Making clear connections between what we are looking to achieve and the insights, data and evidence we gather will assist improved performance, particularly towards equity. Over the year, we continued to improve our use of data and insights so that we can deliver tangible improvements that support better health outcomes for our tamariki, whānau and communities.

Learning from lockdown – evaluating our Prioritised Virtual Service

As New Zealand went into the first COVID-19 lockdown last year, Whānau Āwhina Plunket, with the Ministry of Health's support, established a Prioritised Virtual Service (PVS) for our Well Child Tamariki Ora services. Through the PVS, we continued to deliver these services to thousands of whānau and families, even as our ability to visit people in their homes was restricted.

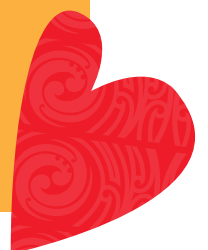
We were very keen to learn from this service, and with funding support from the Ministry and the Rainbow Trust, we commissioned Malatest International to undertake an evaluation of the PVS. The evaluation included surveys of our whānau and staff; sentinel site visits; and real-time electronic Plunket health record (ePHR) data analysis.

Here are some of the key findings from the evaluation:

- More than 80 per cent of whānau reported that contacts with Whānau Āwhina Plunket answered their questions on child health needs. Around 70 per cent of whānau also said we answered their own health questions and helped them feel confident about their parenting.
- Around 80 per cent of whānau were very positive about their contact with Whānau Āwhina Plunket over the COVID-19 lockdown period. Almost all felt respected and listened to, trusted the Whānau Āwhina Plunket staff member they spoke with and

How did the PVS contribute to our pro-equity goal?

- During the lockdown period, whānau Māori and Pasifika families had more contacts on average than non-Māori, non-Pasifika families, comparing 2019 and 2020 mean number of contacts for core visits 1 to 3.
- Prioritisation enabled staff to work in a more whānau-led way and to invest more resources in getting in touch with some harder-to-reach whānau.



thought Whānau Āwhina Plunket spoke with them in a meaningful way.

- Almost all Whānau Āwhina Plunket staff felt that prioritisation targeted whānau with the highest needs, although some wanted to exercise discretion and judgement. Staff felt a key factor was to identify whānau needs in a partnership approach.
- Having clear guidance can have a positive impact in our response to whānau Māori and Pasifika families.

These findings are a testimony to the skill and care of our staff during an incredibly tough time. More importantly, however, our experience with delivering a PVS showed that with clear direction and careful prioritisation, we can target our resources towards higher priority whānau with immediate impact.

We are using the lessons learned from the PVS and evaluation to improve how we deliver services and support families and whānau for generations to come.

Kaiāwhina review

Whānau Āwhina Plunket is working hard to do better for whānau Māori. Our Kaiāwhina (Māori health workers) are a valuable resource for our whānau Māori, but until recently, they were working mostly with non-Māori, and their annual voluntary turnover rate was 24 per cent on 30 June 2020. We initiated a review of the Kaiāwhina workforce that focused on identifying and then removing any barriers to working with whānau Māori.

The review enabled our Kaiāwhina to highlight their concerns about leadership, racism, allocation of resources, undervaluing of kaimahi Māori, and cultural safety.

We're beginning to see some positive signs as a result of our response to what Kaiāwhina told us. Seventy per cent of Kaiāwhina contacts are now with whānau Māori for the year ended 30 June 2020. The number of Kaiāwhina in our workforce has also increased significantly over the last year. In addition, Kaiāwhina turnover has reduced to 19 per cent for the year ended 30 June 2021.

Improving our caseload distribution

Our people are our most important resource. High workloads are a common reason for staff leaving us. As part of our People Strategy, we have undertaken work to understand and redistribute caseload. As a first step, we developed a new caseload management dashboard to support our leaders in distributing our caseload more equitably. This tool has laid the

foundation to help ensure our resources are targeted to those who need our support the most. The next steps in this work are better scheduling and appointment management.

Improving our data collection

We have significantly improved the way we collect ethnicity information, giving us a more complete view of the whānau and families we serve. As at 30 June 2021, we had 99 per cent of ethnicity information – up from 96 per cent at 30 June 2020.

Achieving our goal of equitable service delivery by 2025 requires widespread, reliable and consistent data about the racial and ethnic characteristics of our communities. We need this data to identify the nature and extent of disparities, to target our pro-equity efforts, and to monitor progress. Measurement, reporting and benchmarking are critical to improving the way we deliver our services – and with our improved data collection, we can ensure we are targeting the whānau and families who most need us.

Digital improvements and innovations

Technology plays an important part in our frontline workers' daily lives, creating efficiencies and giving them time back in their day. We are always looking at ways we can use digital tools to improve the way we create and access data and records, so our frontline staff always have the most up-to-date information at their fingertips.

In 2020/21 we continued our ongoing upgrades to our electronic Health Record system, ePHR, to improve its speed and performance, synchronise appointments, and integrate electronic referrals with the National Child Health Information system.

We upgraded frontline workers' devices, replacing 250 outdated tablets with new laptops that have improved speed and capability, allowing our kaimahi to seamlessly enter data, book appointments, and access health records.

We have also been having early conversations with Spark Health about their new Digital Health Platform. Spark Health is Whānau Āwhina Plunket's Strategic Digital Services Provider and is keen to partner with us to respond innovatively to the health sector reforms.

These investments in our technology enable our staff to spend more time supporting our whānau and families.

Te Pa Harakeke o Papatuanuku project

“Our enduring goal through these unprecedented times, is to ensure that whānau and families are healthy and not disconnected or isolated. We want to ensure that parents are supported and remain connected to each other and to their communities.”

Kelly Spriggs, Kaiarahi mo te Kotahitanga

Last year’s national COVID-19 lockdown had a significant effect on people’s health and wellbeing. Women in the perinatal period were especially hard hit. Many of our vulnerable Māori māmā were isolated from their whānau, left to deliver and care for their pēpi without their traditional support networks.

Thanks to generous grant funding from the Ministry of Health’s COVID-19 Psychosocial Response Fund, facilitated by Hiringa Te Hauora (Health Promotion Agency), we delivered the Te Pa Harakeke o Papatuanuku project in collaboration with Hāpai Te Hauora from August 2020 to early 2021.

The COVID-19 Psychosocial Response Fund was set up to help deliver messaging and activities that support the wellbeing of new māmā during the pandemic. Te Pa Harakeke o Papatuanuku delivered maternal mental health support and advice, alongside a safe sleep initiative, to māmā and whānau who were in the perinatal period during the lockdown.

Our Whirihiā team delivered the project through a series of hapū māmā wānanga, using their expertise in kaupapa Māori antenatal education and support. The work of Hāpai Te Hauora informed and supported their mahi.

A positive environment for maternal health and wellbeing is essential in ensuring māmā can create a healthy, nurturing environment for pēpi. The team focussed on empowering hapū māmā and whānau to engage in our services, and supporting them to make positive decisions for the health and wellbeing of māmā, pāpā and whānau.

Pa harakeke

The first stage of the project focused on using pa harakeke (flax plantations) to support whānau ora and foster stronger connections between Whānau Āwhina Plunket and iwi, by linking whānau with our safe sleep and maternal mental health and wellbeing kaupapa.

The Whirihiā team connected with three marae and a marae home-school in the Central North Island to increase awareness about the important role of pa harakeke. They also showed how to care for and maintain harakeke and demonstrated how to use the plant as a culturally appropriate and sustainable wahakura (flax bassinet) safe sleeping resource.



Wahakura and wānanga

The Whirihiā team used wahakura to share messages about safe sleep, and maternal health and wellbeing at various wānanga.

In August 2020, the team held a wahakura wānanga at Te Rangimarie Marae (Te Aweawe Whānau) in Palmerston North. This created a safe space for māmā and whānau to ask questions, share stories about giving birth during lockdown, develop connections with other whānau, and learn about other support services. It was also a chance to open important discussions about maternal mental health and wellbeing, including where to get help. Each māmā wove and took home her own wahakura with safe sleep messaging. The māmā will later gift the wahakura to other whānau, so they can also benefit from this sustainable, reusable safe sleep device.

Sharing the message

To increase access to these health and wellbeing messages, Whānau Āwhina Plunket, Te Hiringa Hauora (Health Promotion Agency) and Hāpai Te Hauora alongside whānau created a short documentary on maternal wellbeing and connection with Papatūānuku through wahakura during COVID-19.

Whānau shared their stories about how they used their intuition to guide their healing for themselves, and their precious pēpi, in a year of uncertainty: <https://www.youtube.com/watch?v=er9HjIutToY>

The team also provided ongoing support via social media, including producing and sharing visual messages such as a Facebook video that shares advice on how to make every sleep a safe sleep: <https://www.facebook.com/PlunketNZ/videos/508835219995328/>

Making connections

Through this project, Whānau Āwhina Plunket has fostered relationships with iwi, hapū, whānau and marae; the kairaranga who provided wahakura for the māmā; and the Māori Women’s Welfare League and local nani and kuia, who made and donated beautiful blankets to accompany the wahakura that were gifted to wānanga attendees.

Strategic Theme Five: A bright financial future

As a charity, we rely on funding to deliver services to families and whānau. It is critical that we have a sustainable revenue base to support the work we do to make the difference of a lifetime. In 2020/21, we continued to focus on actions that support our long-term financial sustainability.

Focus on financial sustainability

During our third full year as a charitable trust, we have continued to focus on sustainability across all services together with improving our working capital.

While there was an improved operating deficit (\$523,000) from the prior financial year we generated this through several one-off revenue receipts. This means our underlying trading deficit remains similar to the previous year – around \$771,000.

From a cashflow perspective, we had a small \$88,000 surplus. We achieved this surplus by divesting of property and investments, realising \$860,000.

While the Government has provided some additional funding for our core Well Child services, the services we provide remain underfunded, and when combined with increased complexity and demand post-COVID-19, this is stretching our resources and putting pressure on our organisation. This shortfall in Government funding is not sustainable.

For the coming year we are focussed on working with the Government to make the necessary changes to improve the financial sustainability of both our core clinical services and our community services.

Cost to serve

We have further developed our cost to serve model and have used it to report on the performance of each service being delivered. The model was used to support our case to the Ministry in understanding the true costs of delivering Well Child services.

The model is a tool to allocate shared direct costs and indirect costs to each service – that allows us to assess individual and comparative service performance. It enabled us to make a successful case for increased funds to deliver the B4 School contract in the Auckland region.

Fundraising ROI

Over the last financial year, we have worked to develop our fundraising strategy and the return on investment (ROI) on our fundraising activities. The framework we developed allowed us to target our efforts on activities that have a positive ROI. We have increased our focus on digital fundraising strategies, key partnerships and grants funding.

Supporting our activities with our partners

We are grateful to the support provided by the Plunket Foundation and the Wright Family Foundation for our Whirihia service, a kaupapa Māori pregnancy, childbirth and parenting programme in the Waikato and the KPS Society's continued support of the implementation of our Digital Strategy.

Generous funding from our major donors has allowed us to continue some of our key initiatives to bring positive change for Aotearoa New Zealand whānau, including the evaluation of our Well Child Tamariki Ora prioritised virtual service that we used during COVID-19 lockdowns, supported by the Rainbow Trust. The Gawith Deans Family Trust supported our Improve for Change programme, which helps fathers in the Hutt Valley area to learn new parenting skills.



Harraways and Whānau Āwhina Plunket supporting Kiwi homegrown heroes

One of our newest partners, Harraways and Whānau Āwhina Plunket have a lot in common. Both 'homegrown', heritage brands were founded in Otago over a century ago and both collectively strive to support Kiwis' wellbeing.

In February 2021, to celebrate our new partnership with Harraways, we launched 'Homegrown Heroes', a national campaign encouraging parents and caregivers to share their stories with each other. Parents and caregivers could share their stories with a photo or video telling us why they're a homegrown hero and be into win one of five \$500 grocery vouchers and Harraways prize packs.

The campaign acknowledged the crucial role parents and caregivers play in nurturing their whānau and families through good times and bad. This year certainly has been challenging and these homegrown heroes continue to tirelessly support the physical, emotional, social and intellectual needs of their children regardless of what's going on around them.

Whānau Āwhina Plunket Partnerships Manager Lara Schonberger says the Homegrown Heroes campaign was a platform for parents to share each other's stories and ideas, and gain strength and encouragement.



"Every day our staff see parents who are doing their best to raise healthy, happy, secure children, even when the odds are stacked against them," says Lara.

"Raising a family can sometimes seem like a thankless task and by encouraging parents and caregivers to share their stories, and their highs and lows, we celebrated them all as 'Homegrown Heroes'."

Whittaker's partnering for a good cause

Whittaker's is a big supporter of Whānau Āwhina Plunket's work – helping whānau and pēpi thrive and smile. That's why this year they created two new special limited-edition treats to support our organisation.

As a charity that offers free support to whānau, it's important we partner with organisations that can help us raise our profile and raise funds for our services.



Whittaker's, a family owned and run New Zealand business, first fundraised for Whānau Āwhina Plunket in 2019, creating a campaign that featured coconut ice flavoured chocolate blocks. This hugely successful campaign raised a whopping \$80,000 for our services.

Recognising the need for ongoing support, Whittaker's once again partnered with us and created two new chocolate block flavours: Carrot Cake and Strawberries and Waffles.

We know chocolate is very much a treat, and Whittaker's positioned these bars for adults. The two new flavours were only available in the smaller 100g block size, which retails at a higher price point than the larger 250g family-size block. We also worked with Whittaker's to ensure marketing was targeted at adults and used adults in the imagery.

Twenty cents from each block sold went to Whānau Āwhina Plunket, raising more than \$80,000.

Thank you, Whittaker's, for your innovation and support.

Thank you to our partners, funders and donors

Whānau Āwhina Plunket is privileged to have the continued support of individuals, organisations, trusts and foundations to help us make a difference of a lifetime for whānau and tamariki across Aotearoa New Zealand. Our dedicated fundraising 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, which helped us to continue to provide our services to whānau. We can't thank them enough for all their support and thoughtfulness.

Partners

- BestStart celebrated its seventh year as Whānau Āwhina Plunket's Star Partner. BestStart also held its sixth annual Plunket Appeal raising \$50,000 and bringing the combined total raised from the appeal to over \$240,000 since 2016.
- The Warehouse supported Whānau Āwhina Plunket families struggling during winter with items to help

them stay warm and well in the chilly weather, plus fundraised in all its stores to support our mahi with this.

- Huggies worked with us to provide nappies around the country for Whānau Āwhina Plunket families and whānau who need them most. They also donated \$20,000 to help fund a range of our initiatives supporting parental mental health.
- Dettol provided us with additional hygiene products to help our staff and new families stay well this winter.
- Resene continued its national partnership and contributed additional funding to support various Whānau Āwhina Plunket building projects and the *Very Important Plunket Person* volunteer recognition awards. Resene's *Pots for Tots* campaign also raised over \$3,800.
- New partner, the Earthquake Commission, provided education to whānau with ways to make homes safer in the event of a natural disaster.

Kick-starting the Rotorua rebuild project thanks to the Plunket Foundation

The Whānau Āwhina Plunket clinic on Pukuatua Street in Rotorua has been waiting patiently for a makeover, with the list of repairs and maintenance growing and becoming more urgent. The project scoping began in 2016, while in 2019, a property assessment report recommended constructing a new multi-use, purpose-built centre to unify Whānau Āwhina Plunket and other community services under one roof.

The Plunket Foundation is supporting the Rotorua rebuild project with a very generous donation to kick-start the fundraising needed for the project.

The trustees are excited about the vision to build a one-stop central hub to better meet the needs of Whānau Āwhina Plunket and whānau in Rotorua and the Bay of Plenty.

The Plunket Foundation receives funding through generous donations and gifts in wills.

If you're interested in the Plunket Foundation's work or the Rotorua rebuild project, please get in touch by emailing philanthropy@plunket.org.nz





- Whittaker's created two limited edition chocolate blocks especially for Whānau Āwhina Plunket. Twenty cents from each block sold was donated to Whānau Āwhina Plunket raising over \$80,000.
- Regional and local partners continue to support whānau in their communities including Auckland Council, Wellington Water and Stone's Fabric Industries.

Donations and bequests

Thank you to our 1,475 supporters who provide a monthly donation to our Bright Beginning programme, contributing more than \$345,000 every year, which is vital to keep services available to all. Their ongoing support helps to ensure whānau, families and their tamariki can remain connected and supported within their community throughout their parenting journey.

Thank you to our loyal individual donors who have donated \$740,000 this year. This support and commitment ensure more families in Aotearoa New Zealand feel encouraged and have access to the services they need.

Major Gift Programme

- We're delighted to have support from the Wright Family Foundation for a further three years. The Foundation has been a supporter of Whānau Āwhina Plunket since 2014, supporting our work and our people. Funding from the renewal will help support key activities including the Whirihia programme – a kaupapa Māori pregnancy, childbirth and parenting programme in the Waikato. Funding will also continue to support PlunketLine's Breastfeeding Video Conferencing service, which was established

with the help of the Wright Family Foundation in 2018, and the establishment of an annual Whānau Āwhina Plunket forum. The forums will bring sector experts together to share ideas and collaborate to bring positive change for New Zealand whānau.

- The Rainbow Trust generously provided funding for the evaluation of our Prioritised Virtual Service (PVS) for our Well Child Tamariki Ora services. Through the PVS, we were able to continue to deliver these services to our thousands of clients and families, even as our ability to visit people in their homes was restricted. This support has provided us with an opportunity to continue improving our services for whānau for generations to come.
- The Gawith Deans Family Trust generously provided support for the Improve for Change programme. This programme uses the concepts from Te Whare Tapa Whā and Tikanga Māori to engage with and connect to fathers in the Hutt Valley area. Fathers in the programme have learned new skills in communication, parenting, self-reflection and positive planning for their lives.
- JB Hi-Fi and their staff supported Whānau Āwhina Plunket monthly through the 'Helping Hands' workplace giving programme. This programme allows all JB Hi-Fi employees to donate to charity partners, through regular payroll deductions. JB Hi-Fi matches staff contributions dollar-for-dollar, doubling the positive impact.
- The Rosser Foundation generously provided funding for the renovation of our Whangarei Porowini Avenue building providing a warm and welcoming hub for our Whangarei whānau.

Fundraising events

Hosting and running fundraising events is an important way to raise additional funds to support services provided by Whānau Āwhina Plunket.

- Move it Mama supported our Virtual Fun Run Series where people could pick how and when they participated, offering amazing spot prizes and helping us get people on board. This raised \$22,500 compared to \$9,000 the previous year.
- Harraways came on board with our Breakfast in Bed Mother's Day campaign supplying the Breakfast in Bed packs and contributing towards an incredible prize pack for the lucky winner, raising \$23,700 up from \$3,000 the previous year.
- Arnott's supported our Dunk it for Plunket fundraiser, giving everyone who registered to host a morning tea some delicious treats as part of their host pack. Dunk it for Plunket raised \$25,000.
- Momentum supported our Melbourne Cup event for the fourth year in a row as naming partner, helping raise \$33,000 for our services, up from \$15,000 the year before.
- Computer Concepts Ltd. was once again the naming partner for our annual fundraising golf tournament, raising over \$49,000, up from \$46,000 for the previous year.

Grants

Across the year, our generous grant funders continued to support the incredibly important work and services delivered to whānau in communities across Aotearoa New Zealand each and every day. Despite the challenges the COVID-19 lockdown presented to our grant funders



and Whānau Āwhina Plunket teams, our valued grant funders continued to assist us in keeping our services accessible. In particular we want to thank the Lottery Grants Board, the Lion Foundation, the Rata Foundation, the Southern Trust, and The Trusts Community Foundation for their generous and ongoing support of crucial community services.

We are grateful that we have also been able to develop some new funding relationships, which will support services in rural areas and people with higher needs. These include: Toi Foundation, Te Hiringa Hauora/Health Promotion Agency, Ministry for Pacific Peoples, Rano Community Trust, and Ministry for Primary Industries.

Welcoming Suzuki as our official vehicle partner

In February 2021, we were delighted to welcome Suzuki as Whānau Āwhina Plunket's official vehicle partner.

Over the next five years, almost 500 new Suzuki cars will be rolled out for the nationwide



Whānau Āwhina Plunket fleet, to be driven by our nurses on their home visits and other mahi.

Suzuki also launched their Suzuki Parent Promise as part of our partnership. Suzuki is offering a free Whānau Āwhina Plunket Recommended car seat to families when they purchase a new Suzuki vehicle.

“Our nurses and community staff need reliable, safe and economical cars for when they're out in our communities, and the Suzuki Swifts are already proving a great addition to our fleet,” says Whānau Āwhina Plunket Partnerships Manager Lara Schonberger.

Pasifika Beatz: Helping kids connect and learn Pacific languages through music

Kids in Aotearoa New Zealand can move to the beat of their own drum thanks to generous grant funding from the Ministry for Pacific Peoples.

To celebrate the 10th anniversary of Auckland playgroup Pasifika Beatz, in May 2021 Whānau Āwhina Plunket launched 100 fun and interactive kids' songs in 10 Pacific languages: Māori, Rotuman, Samoan, Kiribati, Cook Islands Māori, Tongan, Tuvaluan, Fijian, Niuean and Tokelauan.

The nursery rhymes and traditional songs are performed by musical duo Loopty Tunes: sisters Sia Williams-Lemi and Leah Williams-Partington.

"This is the first time anything on this scale has been created in Aotearoa New Zealand for Kiwi whānau and families. The videos and songs are a great introduction to Pacific languages and Te Reo for tamariki and their whānau and families," says Whānau Āwhina Plunket Chief Executive Amanda Malu.

"This project wouldn't have been possible without generous grant funding from the Ministry for Pacific Peoples, so we thank the Ministry for making this happen."

Whānau Āwhina Plunket Pacific Support Coordinator Natalia Gasu says the Pasifika Beatz playgroup is a

wonderful way to help children learn and preserve their Pacific language, and is an important part of building their wellbeing and self-identity.

"There has been a loss of Pacific languages in Aotearoa New Zealand, and we wanted to create a playgroup to support local Pasifika families to connect with their culture and language through music," says Natalia.

The songs are available to stream for free on [YouTube](#), [Spotify](#) and [iTunes](#).





Whānau Āwhina Plunket Board and Leadership

Royal New Zealand Plunket Trust (as at 30 June 2021)

Chairperson

Dame Fran Wilde

Trustees

Tracey Bridges

Matthew Harker

Tarati Blair-Hunt

Lucy Hickman

Nigel Kirkpatrick

Alex Skinner

Craig Tamblyn

Amohaere Tangitu

Honorary Life Members of the RNZPT

Dianne Armstrong, CBE

Druis Barrett, CNZM

Carol Becker, ONZM

Shirley Cornish

Jenny Cox

Tristine Clark

Kaye Crowther, QSO

Merle Newlove, QSO

Jill O'Connor

Pat Seymour, OBE, QSO

George Tuffin

Dame Catherine Tizard ONZ, GCMG,
GCVQ, DBE, QSO

Whānau Āwhina Plunket Executive Leadership Team (as at 30 June 2021)

Chief Executive Officer
Amanda Malu

**Deputy Chief Executive,
Corporate Services**
Liz Barton

Deputy Chief Executive, Operations
Linda Biddle

Chief Strategic Advisor
Radha Balakrishnan

Chief Advisor Māori Health
Lisa Paraku

Chief Nurse
Dr Jane O'Malley

Financials

Report from Chair of Risk Assurance and Audit Committee

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

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

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

Risk Assurance and Audit Committee

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

Independent Auditor's Report

To the beneficiaries of Royal New Zealand Plunket Trust
Report on the summary financial statements

Opinion

In our opinion, the accompanying summary financial statements of Royal New Zealand Plunket Trust (the 'trust') on page 30:

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

The accompanying summary financial statements comprises:

- the summary statement of financial position as at 30 June 2021;
- the summary statements of comprehensive revenue and expense, changes in net assets / equity and cash flows for the year then ended; and
- notes, including a summary of significant accounting policies and other explanatory information.

Basis for opinion

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

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

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

Use of this Independent Auditor's Report

This report is made solely to the beneficiaries as a body. Our audit work has been undertaken so that we might state to the beneficiaries

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

Responsibilities of the Trustees for the summary Financial Statements

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

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

Auditor's Responsibilities for the summary Financial Statements

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

We expressed an unmodified audit opinion on the financial statements in our audit report dated 16 September 2021.

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

KPMG
Wellington
16 September 2021

Summary financial statements

Royal New Zealand Plunket Trust Summary Financial Statements for the year ended 30 June 2021

This is a summary of the Trust's audited financial statements for the year ended 30 June 2021 which were authorised for issue on 16 September 2021. The summary financial report has been extracted from the full audited statements dated 30 June 2021.

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

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

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

The auditor has examined the summary financial report for consistency with the audited financial statements and has the opinion the information reported in the summary financial report complies with PBE FRS 43 Summary Financial Statements and is consistent in all material respects, with the full financial report from which it is derived. An unmodified audit opinion was issued on the full Financial Statements for the year ended 30 June 2021 on 16 September 2021.

Statement of Comprehensive Revenue and Expense for the Year Ended 30 June 2021	2021 \$000	2020 \$000
Contract Income	81,195	79,508
Sponsorship/Donations/Grants Income	9,822	10,209
Other Income	1,372	1,903
	92,389	91,620
Employee Costs	71,168	70,516
Service Delivery Expenses	17,823	19,621
Depreciation & Amortisation	3,921	3,467
	92,912	93,604
Operating (Deficit) for Year	(523)	(1,984)
Net Change in Fair Value of Available for Sale Financial Assets	19	5
Total Comprehensive Revenue and Expense for the Period	(504)	(1,979)

Statement of Changes in Net Assets / Equity for the Year Ended 30 June 2021	2021 \$000	2020 \$000
Opening Equity Balance	31,074	33,053
Operating (Deficit) for Year	(523)	(1,984)
Net Change in Fair Value of Available for Sale Financial Assets	19	5
Total Comprehensive Revenue and Expense	(502)	(1,979)
Closing Equity Balance	30,570	31,074

Statement of Financial Position as at 30 June 2021	June 2021 \$000	June 2020 \$000
Current Assets		
Cash and Cash Equivalents	1,878	1,790
Accounts Receivable	7,377	3,915
Inventory and Other Current Assets	2,403	2,011
Properties Held for Sale	1,284	0
Total Current Assets	12,942	7,716
Non Current Assets		
Property, Plant and Equipment	35,876	39,102
Intangible Assets	7,652	8,421
Other Receivable	0	450
Investments	197	208
Total Non Current Assets	43,725	48,181
Total Assets	56,667	55,897
Current Liabilities		
Payables	5,530	3,979
Employee Entitlements	5,117	7,908
Income Received in Advance	13,937	10,924
Finance Leases	503	881
Total Current Liabilities	25,087	23,692
Non Current Liabilities		
Finance Leases	428	531
Make Good Provision	582	600
Total Non Current Liabilities	1,010	1,131
Total Liabilities	26,097	24,823
Net Equity	30,570	31,074
Total Liabilities and Equity	56,667	55,897

Statement of Cash Flows for the Year Ended 30 June 2021	2021 \$000	2020 \$000
Net Cash Flows from Operating Activities	1,457	4,549
Net Cash Flows from Investing Activities	(244)	(1,478)
Net Cash Flows from Financing Activities	(1,125)	(1,140)
Net Increase in Cash Held	88	1,931

Funding partners and supporters

STAR PARTNER



COMMUNITY PARTNER



SPECIAL THANK YOU TO THE PLUNKET FOUNDATION



plunket foundation

National Partners

Bepanthen
Colgate
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Wattie's
Whittaker's

Regional Partners

Ardo
Auckland Council
Auckland Transport
Earthquake Commission
Stone's Fabric Industries
WaterCare
Wellington Water

Partners

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Harcourts
Te Hiringa Hauora/Health Promotion Agency
JB-Hifi
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Ministry of Education
Ministry of Health
New Zealand Media and Entertainment
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Pukeko Pictures
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Major donors

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Emma and Stuart Murray
Gawith-Deans Family Trust
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JB Hi-Fi
Lady Tait Charitable Trust
Lois McFarlane Charitable Trust
The Rainbow Trust
Rosser Foundation
The Ted Manson Foundation
Walter and Rana Norwood Charitable Trust
Wright Family Foundation

GRANT FUNDERS

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Auckland Airport Community Trust
Auckland Council
BayTrust
Belfast Community Trust
Bendigo Valley Sport & Charity Foundation
Blogg Charitable Trust
Blue Sky Community Trust
BOP Legacy Fund
Carterton & Wairarapa South County Trust
Central Hawkes Bay District Council
Central Lakes Trust
Child Injury Prevention Foundation of New Zealand
Christchurch City Council
Churchill Private Hospital Trust
Community Trust of Mid & South Canterbury
Community Trust South
Dorothy Newman Trust
Dragon Community Trust
Dunedin Casino Charitable Trust
Dunedin City Council
E M Phazayn Trust
Elsie & Ray Armstrong Charitable Trust
F H Muter Trust
Farina Thompson Charitable Trust
Four Regions Trust
Geyser Community Foundation
Glenice & John Gallagher Foundation
Graham & Olive West Charitable Trust
Grassroots Trust
Grassroots Trust Central
Greytown District Trust Lands Trust
Harcourts Foundation
Horowhenua District Council
ILT Foundation
Invercargill City Council

Invercargill Licensing Trust
J N & H B Williams Trust
JR McKenzie Trust
Kapiti Coast District Council
Kelliher Trust
Kiwi Gaming Foundation Ltd (CERT)
KPS Society Ltd
Lakes District Health Board
Lion Foundation
Lottery Grants Board
Marlborough District Council
Maurice Carter Charitable Trust
Meridian Energy
Methanex
Milestone Foundation
Ministry of Education
Ministry of Pacific Peoples
Ministry of Primary Industries
Ministry of Social Development - CCRF
Ministry of Social Development - It's Not OK
Mt Wellington Foundation
Napier City Council
Nelson City Council
Network Waitaki
New Plymouth District Council
Next Foundation
Nikau Foundation
NZ Federation of Graduate Woman
Office of Ethnic Communities
One Foundation
Otago Community Trust
Otago Motor Club Trust
Oxford Sports Trust
Pelorus Trust
Rano Community Trust
Rata Foundation
Redwood Trust
Rotorua Energy Trust
South Taranaki District Council
South Waikato District Council

Southern Trust
Southland District Council -
Ardlussa,Fiordland,Oreti & Waihopai Toetoe Boards
Strathlachlan Grassroots Fund
Sydney & Angela Cummings Trust
Tasman District Council
Tauranga Energy Trust
Tauranga Methodist Parish
Te Hiringa Hauora/Health Promotion Agency
TG Macarthy Trust
Thank You Charitable Trust
The Trusts Community Foundation
Tikipunga Protestant Children's Home
Timaru District Council
Top of the South Community Foundation
Toy Library Federation of NZ
TR Moore Trust
Trust House Foundation
Trust Tairawhiti
Trust Waikato
Trustpower - Lend a Hand Foundation
TSB Community Trust
Upper Hutt City Council
Valder Ohinemuri Charitable Trust
Vernon Hall Trust Fund
Waikato Farmers Trust
Waipa District Council
Wairoa Community Trust
Waitaki District Council
Wakatipu Community Foundation-Wakatipu
Greatest Needs Fund
Wakatipu Plunket Trust
Water Safety New Zealand
WEL Energy Trust
Wellington City Council
West Coast Community Trust
Whakatane District Council
Youthtown Trust



Help make
the difference
of a lifetime

Whānau Āwhina Plunket volunteers and supporters are the best kind of people. They're generous, kind, big-hearted, and their investment of love, time and resource makes the difference of a lifetime for Kiwi kids.

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

Donate

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

Bright Beginnings – regular monthly giving

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

Become a volunteer

Whānau Āwhina Plunket couldn't do what we do to support whānau without the help of our incredible volunteer network. If you would like to donate your time and skills to help support tamariki and whānau in your community to thrive, you can sign up as a Whānau Āwhina Plunket volunteer at plunket.org.nz/volunteer

Gifts in wills

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

Knit for Whānau Āwhina Plunket

Help provide much-needed warmth and comfort for some less fortunate little ones on chilly winter days by donating your knitting to Whānau Āwhina Plunket. Find out more at plunket.org.nz/knit-for-plunket

Payroll Giving

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

The Good Registry

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

Fundraise for Whānau Āwhina Plunket

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

Arohanui.

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



whānau āwhina
plunket