



# Annual Report 2025

Royal New Zealand Plunket Trust



whānau āwhina  
**plunket**



## Our vision, goals, strategic pillars and Māori principles

Our Strategy 2021-2026 sets out our vision, our goals 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 goal of delivering all our services equitably by the end of the 2025-26 financial year.



## Our vision

**He huanui oranga mo ngā mokopuna whakatipuranga roto i ngā hapori heke iho, heke iho.**

Setting the path of wellness in our communities for the early years, 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

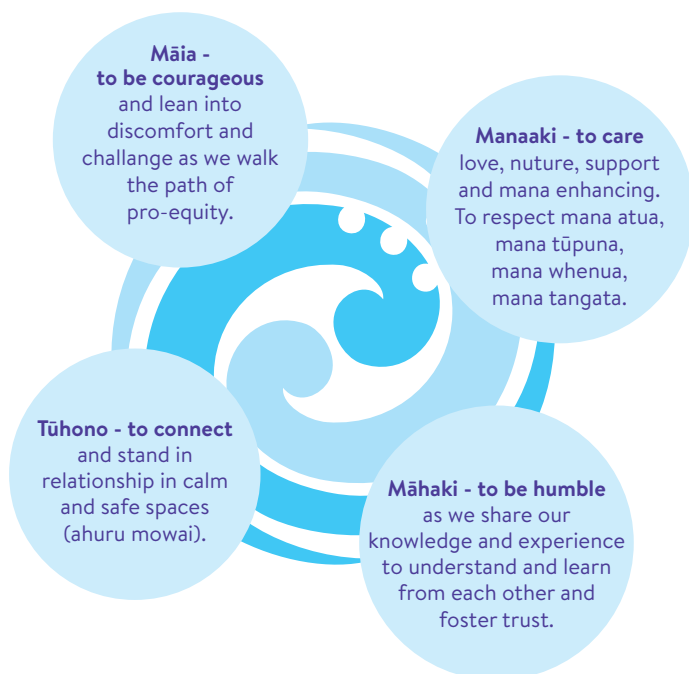
## Our equity goal

All our services will be delivered equitably by the end of the 2025-26 financial year.

**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.



## Our strategic pillars

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. Pēpi, 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 need 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
- We are 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.





## Our commitment to Te Tiriti o Waitangi

Our Strategy 2021-2026 reaffirms Te Tiriti o Waitangi as the founding document for Aotearoa New Zealand and for Whānau Āwhina Plunket. This year our Board endorsed a simple articulation of what it means for Whānau Āwhina Plunket to be a Tangata Tiriti organisation.

*As a Tangata Tiriti organisation, we are guided by the articles of Te Tiriti o Waitangi. We are committed to building strong and respectful relationships with Māori communities. We include Māori world views in our decision-making processes to ensure that our actions are aligned with Māori aspirations for Hauora. This is reflected in our policies, processes, structures and governance.*

This speaks to our commitment to acknowledge and embrace our bicultural origins and to uphold the articles of Te Tiriti o Waitangi. We have been, or are in the process of, implementing kaupapa that demonstrates our commitment, such as Mahi Ngātahi Aotearoa our new relational model of practice, Te Rautaki Māori Haerenga and our whakakapa video.

Te Rautaki Māori – Ngā Pae o te Harakeke, our Māori Strategy, continues to guide us on this journey as a Tangata Tiriti organisation.

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# This is Whānau Āwhina Plunket

Whānau Āwhina Plunket is a charity committed to walking alongside whānau so their pēpi and tamariki have the best possible start in life. We are privileged to be invited into homes across Aotearoa New Zealand and welcome whānau into our clinics and community spaces as we support the health and wellbeing of children aged up to five.

We see 80% of all new babies across Aotearoa New Zealand, including more than half of all Māori pēpi.





## Well Child Tamariki Ora

Every whānau is eligible for free Well Child Tamariki Ora (WCTO) checks. These can take place in homes or at any of our Whānau Āwhina Plunket clinics and community spaces around the motu.

Our Plunket 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. Our kaiāwhina and community Karitāne health workers are part of the team working alongside our Plunket nurses and providing extra care, support and health education to whānau when it is needed.

## Other services

In addition to the WCTO service, we offer wraparound support services to whānau:

- PlunketLine is a free 24/7 parenting and child health helpline and innovative video chat service for breastfeeding and sleep support services
- B4 School Checks are a comprehensive assessment of language, development, growth, behaviour, social and emotional development, and oral health before a child starts school
- Family Start is our partnership with Oranga Tamariki in Palmerston North and Tauranga, working with whānau to strengthen a child's health, learning and relationships
- Dedicated maternal mental health support in some South Island areas - Plunket Perinatal Adjustment Programme (PPNAP) in Canterbury, South Canterbury and Ōtepoti Dunedin, and our Plunket Parent and Infant Relationship Service (PPAIRS) in Canterbury
- A range of community services including playgroups, in-home visiting, parent education and injury prevention to support children and whānau, based on the needs of the community
- 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 2024-25 Annual Report and to share the organisation's achievements over the last financial year.

## **Our ambitious equity goal**

I am delighted to reflect on the great progress towards our strategic goal to deliver all our services equitably by the end of the 2025 financial year. This visionary and ambitious goal continues to guide improvements to our service delivery by tailoring approaches to meet the unique needs of diverse priority populations.

We have made encouraging progress in providing Well Child services to Māori, Pacific and Asian whānau, with results for these three priority groups showing year-on-year improvement across all key service performance metrics. This is a testament to the ongoing passion and commitment of the hardworking Plunket kaimahi.

## **Out and about in the community**

Aligned with our equity aspirations, it was great to have a strong Whānau Āwhina Plunket presence this year at two flagship events for Māori and Pacific whānau – Te Matatini and Polyfest. These events provided fantastic opportunities for kaimahi to engage with our communities and raise the profile of our Plunket mahi.

I was also pleased to see the organisation's strengthened cultural responsiveness to the growing Asian communities, with formal Memorandums of Understanding (MoU) underpinning new partnerships with The Asian Network Incorporated (TANI) and the CNNST Foundation.

## **Our fundraising journey**

It's no secret that we are challenged by uncertain and chronic government underfunding of our important services. This means that as a charity, fundraising for Whānau Āwhina Plunket is vital to keep the lights on. Plunket is committed to ensuring every child has the best possible start in life, but the reality in the current cost-of-living crisis is that funds are getting tighter and the needs of whānau are greater.

Even while operating in such a challenging economic climate, Plunket's fundraising strategy has seen some success this year. The generosity we received from grant funders, donors, philanthropists and our corporate partners has had a very real and tangible impact on the frontline.

As we continue our fundraising journey to grow sustainable revenue, Dunk it for Plunket, our annual national fundraising appeal, has really come to life. For the 2024 Appeal, Plunket focused on promoting the brand and community engagement. It was exciting to see so many supporters get involved, proof that it can become an iconic national fundraiser.

## **Property improvements thanks to our supporters**

With over 400 hubs to maintain across the motu, we are extremely grateful to our generous donors and funders who help support new or renovated clinics and hubs, alongside the maintenance of existing locations.

A great example of this is Kotahitaka, the extensive new Ōtepoti Dunedin community hub that was supported by a legacy gift from the late Jean Nelson, a Plunket supporter for many years. We named the Jean Nelson community room after her and it's a wonderful reminder of the positive connection, care and wraparound support that Plunket can provide whānau. The upgrade of our Kaikohe clinic was also funded by another generous donor.

## **Increasing community support**

It is probably a surprise to many that Plunket's community services are mainly funded through fundraising initiatives. With the support of our generous funders and donors, we have delivered nearly 90,000 whānau engagements through community group activities, given car seat advice to around 1,200 whānau, and supported approximately 560 whānau with our home visiting 'Giving People Support' service. To all our supporters—thank you—we could not do what we do without you.

I would also like to acknowledge the fabulous volunteers who give their time to support us. We have 700 registered volunteers who gifted nearly 6,000 hours over the past year. They are invaluable in running our playgroups and other community services.



### Final reflection

During the year, we farewelled Alex Skinner from the Board. Alex was a valuable contributor in chairing our Risk Audit and Assurance Committee and developing our strategy, and I would like to thank him for his years of service.

This is my fifth and final Annual Report as Chair of the Board. I am so proud of our achievements (especially over the past year) towards becoming an equitable, adaptive and responsive organisation dedicated to meeting the needs of the whānau we serve. To do this, our Chief Executive, leadership team and incredible kaimahi have embraced every opportunity to pilot, trial, test and learn—ultimately laying the foundations for transformation to occur. They have gone above and beyond the call of duty in carrying out their business-as-usual roles.

Critically, this work is supported by our funders, partners, donors and other supporters. Many thanks for your generosity, which underpins what we do every day—it makes the difference of a lifetime.

Finally, thank you to my colleagues on the Board for sharing your wisdom and experience so generously.

Ngā mihi nui



**Dame Fran Wilde**  
Chairperson



# From our Chief Executive

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

I am delighted to present Whānau Āwhina Plunket's 2024-25 Annual Report.

It's been an exciting year for Whānau Āwhina Plunket as we embrace opportunities to trial and pilot potential changes to our future services to improve whānau wellbeing and health outcomes. The energy around the motu has been palpable as we seek to do more in the 'see and support' space in areas such as immunisations, nurse prescribing and telehealth.

## **Trialling new opportunities**

We were delighted with the Minister of Health's announcement in October that, in partnership with Health New Zealand, we would pilot the delivery of **childhood immunisations by setting 20 sites over a two-year period**. The pilot aims to make immunisation more accessible particularly for whānau where immunisation rates are low. It's been a busy but rewarding time setting up clinics and training up to 100 Plunket nurses to be authorised vaccinators.

In another move to ensure our specialist nurses are operating at the top of their scope, we were pleased to get a small **Registered Nurse Prescribing in Community Health pilot** underway, to see if whānau access and outcomes are improved with assessment, diagnosis and treatment of minor conditions by Plunket nurses. We have five nurses in training, to pilot services in Counties Manukau, Whanganui and Nelson, thanks to a generous donor who funded this pilot.

We were grateful to once again secure additional funding from Health New Zealand to test ways to engage whānau with lactation consultants through PlunketLine breastfeeding video conferencing. Our pilots in Taihape and Wanganui, as well as one in Whakatāne delivered in partnership with Te Puna Ora o Mataatua, are showing pleasing results reaching whānau Māori and whānau in higher deprivation areas.

Our fabulous Whakatāne team, along with five other providers, contributed valuable feedback to Health New Zealand on the **Services for all whānau prototype testing of the Well Child schedule changes**. It was fantastic to be involved in this important mahi to help shape the future of the Well Child Tamariki Ora service.

We've also started work to explore funding and service models to deliver **perinatal mental health services**. We see firsthand the urgent and widespread need for this in the communities we serve, and we know we are well-placed to support mild to moderate needs in this space.

## **Mahi Ngātahi Aotearoa**

We're making great progress embedding Mahi Ngātahi Aotearoa, our evolving model of practice that puts whānau at the centre. It's based on research by our Chief Nurse Dr Zoë Tipa looking at what whānau Māori want from Well Child Tamariki Ora services. The model and the workplan set out clear steps for strengthening our support for whānau through connected, inclusive and culturally safe engagement, and are integral to our aspiration to deliver our services equitably.

## **Impact and equity**

It's been a big and busy year, and I couldn't be prouder of the way kaimahi have managed the challenge of balancing new pilots and ways of working with continuing to improve how we offer our core Well Child Tamariki Ora business. We made 417,489 clinical contacts with whānau, which showed a 6% increase or 15,000 more than last year—a great effort.

We remain committed to our strategic focus to deliver all our services equitably by the end of the 2025-26 financial year and continue to make good progress towards this visionary goal. There was a strong increase in all core visits completed on time with 5-6% improvement for Māori, Pacific and Asian whānau. The B4 School Checks team have shown their commitment to equity by achieving 101% of targets for services for Māori and Pacific whānau. There has also been a really pleasing continued increase in Maternal Mental Health screening delivery with a 4-6% increase for Māori, Pacific and Asian whānau.

## **PlunketLine meeting the needs of whānau**

We have continued to see growth in the different channels our 24/7 PlunketLine telehealth service offers, meaning whānau can engage with us in the way that suits them best. In the past year, our virtual breastfeeding service has gone from strength to strength with a 103% increase in consultations. We've also seen pleasing increases in virtual sleep consultations and Nurse Live Chats through our website. Importantly, many of these services were delivered after hours when whānau traditionally find it harder to access support.

## **Community services**

It's been great to watch our community services go from strength to strength this year adding real value in their communities. They've supported whānau through 90,000 engagements, including in-home care, injury prevention, Plunket in the Neighbourhood groups, and walking and swimming groups. We're deeply grateful to our grant funders, partners, and donors — their generosity powers much of our community work.



### Honouring our whakapapa in Ōtepoti Dunedin

One of the standout events for me in the past year was the opening of Kotahitaka, Plunket's new community hub in Ōtepoti Dunedin, which will serve for generations to come. The opening in November was very special as the city is home to Karitāne, where we began more than 118 years ago, and an important part of our whakapapa. It was made even more special to have David Ellison, the son of our first Plunket baby Tommy Mutu Ellison, part of our opening before he passed away. He shared in the significance of this day alongside his wider whānau who whakapapa from the takiwa of Kāti Huirapa ki Puketeraki.

We've continued to use opportunities to improve accessibility to our services when we can, with a refurbished clinic space opening in the popular Botany Town Centre shopping mall in East Auckland, Tāmaki Makaurau. We also upgraded the Woolston clinic in Ōtautahi Christchurch. Thanks to some of our incredible funders, we were also able to build the new Ōtepoti Dunedin hub, upgrade the Kaikohe clinic in the Far North, renovate our Constellation Hub on the North Shore and Mangere clinic in Tāmaki Makaurau Auckland, and begin upgrade work on the Belfast clinic in Ōtautahi Christchurch.

### Celebrating ten years of BestStart's Appeal for Plunket

Every year since 2014, our Star Partner BestStart has supported tamariki and their whānau through its annual appeal across 260 centres nationwide. In 2025, we celebrated the special milestone of the tenth anniversary of this partnership. To mark the occasion, the appeal was renamed the BestStart Butterfly Appeal, inspired by our iconic butterfly. The butterfly symbolises growth, care and transformation, which are values we share with BestStart through our work with tamariki and whānau. We're over the moon that this anniversary year set a new record, with the BestStart Butterfly Appeal raising an incredible \$91,000.

### Challenging funding environment

I continue to lobby government and health officials for pay parity for our hard-working Plunket nurses, kaiāwhina and community Karitāne health workers and administrators. They quite simply deserve to be paid at the same rates as the hospital workforce.

We were disappointed with the unexpected changes to pay equity legislation in May, which saw the two claims discontinued that Plunket and the New Zealand Nurses Organisation (NZNO) had been working on for over 18 months. We had spent hundreds of hours progressing them and were only weeks away from submission.

The pay gap between Plunket and Health New Zealand is now approximately 15-25% and requires almost \$10 million dollars in additional funding to close. The Plunket workforce plays a key role in keeping our youngest and most vulnerable healthy and out of stretched hospital emergency departments and it is simply not right that it is so undervalued.

### Thank you

To all the amazing kaimahi who make up Whānau Āwhina Plunket—thank you for the mahi you do every day to make Plunket the organisation it is. The results we see in this year's Annual Report show the important, tangible and lifelong difference you make to the tamariki of Aotearoa.

To our funders, partners and supporters who generously donate to our charity to support our services—thank you! And to our tribe of Plunket volunteers who donate their time and energy to support our community services—we see you and we appreciate you so much.

### Ngā mihi nui



**Fiona Kingsford**  
Chief Executive



# Our year in review

## Well Child Tamariki Ora

270,817



Number of tamariki on our books (0-5 years)

45,463



New Whānau Āwhina Plunket babies in 2024-25.

80% of new babies across Aotearoa New Zealand are seen by Plunket. This includes 51% of all Māori pēpi.\*

*\*source Health NZ*

417,489



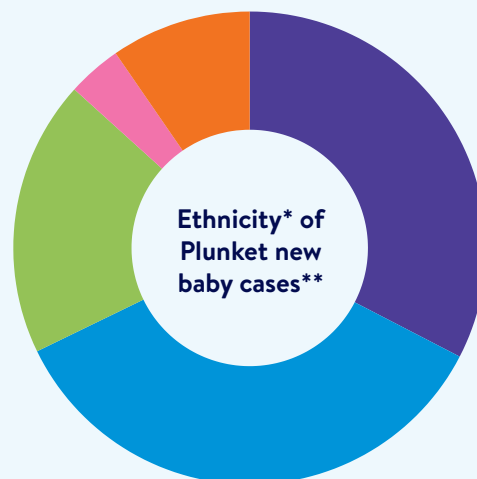
Clinical contacts made with whānau.

26,751



B4 School Checks for 4-year-olds completed

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



32.6%	Asian
35.2%	European
18.9%	Māori
3.7%	Other
9.6%	Pacific

*\*Based on prioritised ethnicity*

*\*\*New baby case is a clinical contact with a baby less than one year old.*

## Website and social media

1,759,136



Website visits

90,000

Community service engagements to support whānau.

Including in-home services, injury prevention, Plunket in the Neighbourhood (PIN) groups, and walking and swimming groups.

## PlunketLine



90,513

Calls handled by PlunketLine (inbound and customer support outbound)

Top topics:

Child health and illness  
Child behaviour  
Breastfeeding  
Nutrition  
Sleep



3,172

Breastfeeding support sessions using video conference.



1,000

sleep support sessions using video conference.



**PlunketLine**  
0800 933 922



# Our people

549

Frontline nurses

91

Community Karitāne

48

Kaiāwhina

97

Community services kaimahi

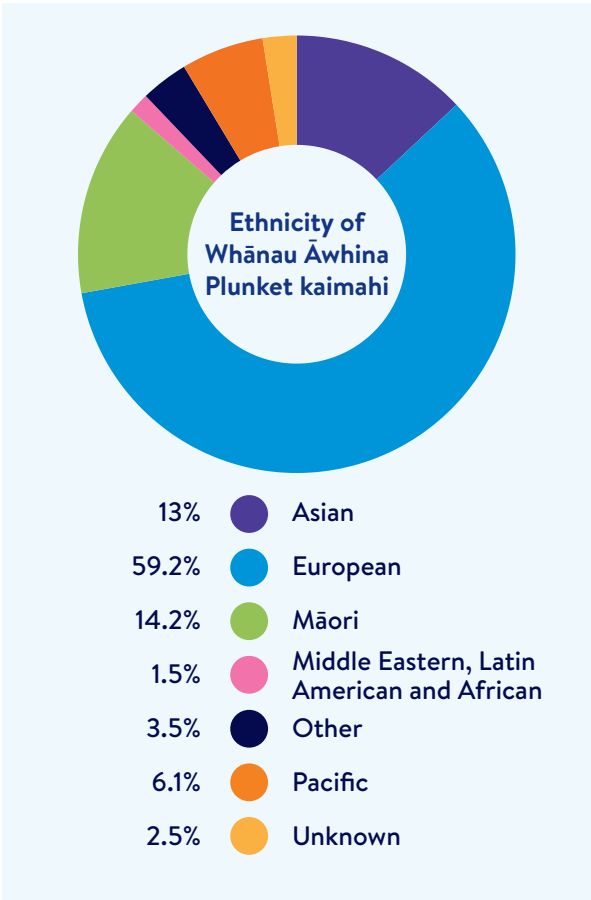
# Our kaimahi by region

1,073

Total kaimahi across Aotearoa

707

Active volunteers



# Delivering towards our strategy

*Our strategic pillars guide our programme of work each year*

**Strategic pillar one** - Pēpi, tamariki, and their families, whānau and communities are at the heart of everything we do





We continually look at how we can make it as easy as possible for whānau to connect with us and access our services in the way that suits them best.

We are proud of the inclusive and accessible wraparound service that we offer for whānau. This includes our 24/7 access to a registered Plunket nurse through our PlunketLine telehealth service; online sleep and breastfeeding consultations; Well Child Tamariki Ora visits at home, in clinics and community groups; extra support through our kaiāwhina and Karitāne health workers; and our community services which include injury prevention, playgroups, parent education classes and more.

We continue to have a focus on equity and improving health outcomes for our priority population groups: Māori, Pacific, tāngata whaikaha – people with a disability, people living in areas of high deprivation, Asian, rainbow, rural and remote communities, children in state care, and māmā aged under 20.

Over and above our commitment to equity, we are a Te Tiriti o Waitangi partner and have additional obligations when engaging with Māori as tangata whenua of Aotearoa.

This year we began some exciting trials and pilots intended to relieve pressure on the stretched health system and better support priority population groups to achieve equitable health outcomes. This included delivering immunisation services for the first time and training some of our nurses to be registered nurse prescribers so that we can pilot this service in FY26.

## Boosting childhood immunisation

Our frontline mahi means we see first-hand the toll of preventable illnesses such as whooping cough and measles on tamariki. We were delighted to join the nationwide vaccinator workforce in late 2024 through a pilot partnership with Health New Zealand.

The pilot, at select Plunket sites, aims to trial improved access to childhood immunisations by providing more opportunities for whānau—particularly those needing catch-up vaccinations who are not enrolled in primary care, Māori and Pacific whānau, and those in rural areas.

Our flexible service is delivered in Plunket centres, at community events, mobile/pop-up clinics, and in whānau homes. The first site launched in Whangārei in January 2025, with services operating in Kaikohe, Hamilton, Te Awamutu, Paeroa, Taumarunui, Taihape, Whanganui and Masterton by 30 June 2025. Since launch, we've set up our vaccination service and administered 908 vaccinations across 332 events, with 46% of clients being Māori.

The pilot runs until June 2026, with more sites being added in the coming year. Plunket aims to establish around 22 services and support up to 100 of our nurses to become authorised vaccinators.

**We've received positive feedback from whānau about their vaccination experience. They note they feel safe with Plunket, as we offer trusted advice and a family-friendly environment with a recovery space making it easy and comfortable.**

*"I was very happy with my immunisations today. I've had issues with them in the past with my older children but today was so amazing. I want to come back here for all of the immunisations from now on. It's also so nice to have faces that know my baby around—it makes such a nice difference."*

Taihape māmā

## Kaimahi upskilling to become a nurse vaccinator

Holly Nicholl, one of our nurses in the Whangarei team, became an authorised vaccinator for the immunisation pilot project.

"I put my hand up to become a vaccinator, as I'm always keen to keep on learning and upskill where I can. I saw a decline in whānau getting immunised in our community and wanted to help improve that. Anything that helps Māori pēpi and tamariki stay well and be protected is important to me. I saw there was an opportunity for me to be involved, as I had whānau asking me about vaccinations and wanting to get their tamariki immunised when they brought them in for appointments. I could see the benefit of offering vaccinations to make it easier for whānau and the importance of having conversations with them to give advice and make them feel reassured."





## Super Saturday a hit for whānau

We know that many parents and caregivers are unable to access the health services they need for their whānau due to long work hours, the inability to take leave for appointments, and, often, a lack of transport and support to attend during standard hours.

The team in Kirikiriroa Hamilton are continuing to lead the way with their Super Saturday clinics that provide a flexible option for hundreds of whānau.

It's a real community affair with a range of different providers at each event including maternity services, dental checks, hearing tests, mental health support, breastfeeding support, physio and women's health, the Māori Women's Welfare League, BestStart ECE, parenting education and support, and Fire and Emergency NZ. There are also games, activities, giveaways and fun!

Clinical Services Manager Carena Nagle says it's a real highlight to support whānau to access a range of health services for their tamariki without needing to take time off work.

In a desire to improve equity of access to our services, other local clinics across the motu are trialling weekend and afterhours clinics to better meet the needs of their communities.

*"Many of the tamariki we see are behind on their checks and immunisations, so they receive all of these services on the spot. It's also a wonderful community collaboration with many like-minded organisations taking part with the sole aim of making their services as easily accessible as possible for whānau."*

Carena Nagle,  
Clinical Services Manager

*Image left page: Whānau at the Super Saturday Kirikiriroa Hamilton event  
Image right page: Plunket Kaimahi during their Mahi Ngātahi FAN training*





## Mahi Ngātahi Aotearoa: our new model of practice

Mahi Ngātahi Aotearoa honours the voice of whānau and ensures our services are grounded in authentic, respectful connections with all whānau.

Mahi Ngātahi Aotearoa is Whānau Āwhina Plunket's evolving model of practice, grounded in research developed by our Chief Nurse, Dr Zoë Tipa, on what whānau Māori want from Well Child Tamariki Ora services. It builds on the original Mahi Ngātahi framework, extending its application across services for all whānau, with an emphasis on culturally responsive care and relational practice. The model sets out a clear vision for strengthening our support for whānau through connected, inclusive and culturally safe engagement.

We continue to embed Mahi Ngātahi Aotearoa as our national model of practice. In the last financial year, several teams started designing and testing tools and processes that will help bring the model to life in everyday practice. As part of this implementation, we are continuing to develop a kete of tools to support kaimahi.

### Case study FAN Training



As part of implementing Mahi Ngātahi, the national roll-out of Facilitating Attuned Interactions (FAN) training is ongoing through to the end of FY26. FAN is a practical and evidence-based tool that supports kaimahi to engage meaningfully with whānau by recognising cues, responding with empathy, and promoting collaborative care planning.

Since July 2024, a total of 494 kaimahi commenced their training, with 88 having successfully completed the three-day training programme and supervision and the remaining 406 due to complete their training early next year. After completing the training, one kaimahi shared how she listens more and is more curious rather than jumping to solutions.

The Holdsworth Charitable Trust has supported the implementation of FAN training over many years, and their recent generous gift has helped us to expand the training across the organisation.

## How are we doing? What whānau think

In 2024-25, we invited 28,933 whānau to participate in the Whānau Voice Survey soon after their in-home, clinic or drop-in clinic visit. 31% of those invited completed the survey, which provides valuable insights into how whānau experience our service. Of those responding, 17% identified as Māori, 12% as Pacific Peoples, 38% as Asian and 34% as of all other ethnicities.

The survey results showed that we are meeting the needs of whānau, with 95% of whānau who responded scoring 7 or higher out of 10 for the question

‘Overall, did Plunket help to meet your needs?’ Most feel respected (98%), were able to ask questions (96%), felt listened to (96%) and felt comfortable (96%). We also gained valuable insights on where we can improve, such as giving whānau the opportunity to share their cultural views (83%), asking important questions (84%) and exploring solutions or services together (88%).

Whānau that responded indicated that they were highly likely to recommend Whānau Āwhina Plunket to friends, and family/whānau.



## PlunketLine

### Expanding our PlunketLine offerings

PlunketLine continues to provide options for whānau to engage using the channel they choose. Alongside our 0800 933 922 phone call service, in 2024-25 we saw a 103% increase in virtual breastfeeding consultations with a lactation consultant, a 9% increase in virtual sleep consultations, and a 24% increase in Nurse Live Chat accessed through our 'Ask Aroha' website bot which connects the client directly to a nurse. The use of channels other than a phone is increasing and PlunketLine will continue to deliver in response to how whānau choose to engage.

We have been expanding the services we offer to whānau in rural and remote areas, including through a partnership with Māori health provider Te Puna Ora o Mataatua in Whakatāne to deliver specialist face-to-face online support. The expansion utilises our kaiāwhina who are the trusted health navigators for many local whānau, who also attend the virtual consultation when whānau choose this support.

To engage with whānau, the pilot is using a collaborative approach testing promotion, partnership, wānanga and the use of technology.

### Meeting the needs of whānau

Through the Whānau Voice Survey, PlunketLine is learning from the insights of those who use the service, with 92% of whānau ranking it as meeting their needs. 93% feel listened to and safe, 90% felt heard and understood, with 79% of whānau feeling more confident after the call, and 90% following the advice at the time of the call.

Of the 13,270 whānau invited to participate in the survey over the year, 19% of whānau completed it, with 7% identifying as Māori, 3% as Pacific Peoples, 31% as Asian and 59% as other ethnicities.

## Case study

### Plunket sleep consultation a lifeline

A free online sleep consultation with Plunket helped one whānau overcome sleep deprivation.

Māmā Jessica says they had felt they were at rock bottom.

“Our four-month-old would only feed back to sleep, so she wasn’t getting enough rest. I was getting almost no sleep, which made me miserable and my partner miserable too. I dreaded bedtime and felt overwhelmed by conflicting advice online.”

After visiting Plunket’s website, Jessica learned about online sleep consultations. She called PlunketLine for a referral and had a video session.

“The consultant listened and validated how I felt. She helped us move away from feeding pēpi to sleep for every nap and bedtime which was something I didn’t think was possible. My partner could share the load, and our daughter started sleeping longer stretches and was much happier during the day.

“On one income, paid sleep consultants feel out of reach. Having Plunket’s free service was a lifeline, and I’ve recommended it to others struggling with infant sleep.”



## Case study

### “As a Māori woman, connection is everything.”

New māmā Mihiārangi is the first to admit her breastfeeding journey wasn’t easy or what she expected and is grateful for the support from her Whānau Āwhina Plunket lactation consultant.

“The connection I have with my mum, I believe, came from breastfeeding and then being able to connect with my son, my firstborn, this way. It just means the world to me that I’m able to do this. He’s able to get what he needs.”

Mihiārangi, who has Ngāpuhi and Waikato whakapapa, gave birth to her beautiful pēpi Aloali’i in March.

“Right from the start, my milk was delayed, so I wasn’t able to get that time to bond or for him to latch straight away. But we used donor milk, and then once my milk did come in, he wasn’t able to latch. We tried other methods, and we eventually got him on the shield. Now we’re solely breastfeeding.”

Mihiārangi says her midwife referred her to Plunket lactation consultant Jo.

“Even after one phone call from her we were away—he was on the nipple and we were on. And then when she came to visit, she checked my latch, taught me new positions... and here we are, nine weeks later and I haven’t looked back!”

“Your support system makes a big difference. The wraparound services like Plunket that you can get referred to by your midwife help. I found the less I stressed, the more I was able to produce. But if I was overthinking things, he didn’t get a good kai, if that makes sense.”





## Whānau mental health support

We are seeing a growing need for maternal mental health support and we believe we can deliver more in this space by offering help early before potential issues escalate.

Our Plunket Perinatal Adjustment Programme (PPNAP) in Canterbury, South Canterbury and Ōtepoti Dunedin, and our Plunket Parent and Infant Relationship Service (PPAIRS) in Canterbury provided valuable in-home early intervention support to 635 whānau last year.

This year we worked with ImpactLab to undertake a GoodMeasure report to assess and quantify the value these programmes provide to whānau. We already knew how impactful our participants find these services, so it was pleasing to find that in the year ended June 2024 these programmes generated an estimated \$2.73 million of social value across 738 participants.

The ImpactLab evaluation also highlighted the potential benefits and efficiencies of expanding these services nationally. If Plunket were funded to deliver these services across the motu, we could deliver an estimated \$33.6 million in forecasted lifetime social value to whānau who really need these programmes. We were proud to share more details about these services with Associate Health Minister Casey Costello and Health New Zealand in Ōtautahi Christchurch this year.

We are also already well-placed to offer wraparound support for whānau when appropriate, using our network of kaiāwhina and community Karitāne health workers and community services, such as playgroups.

### *Case study*

#### **“I found my support network”**

First-time mum Chelsea had been suffering from postnatal depression. She had also moved suburbs, her husband was back at work and she had no friends close by. We know it is often tough with a new baby, which is why our nurses review maternal mental health at each core visit.

Her Plunket nurse suggested she attend the playgroup which she says was a big step—and she is so glad she did. “For the first time in a long time I didn’t feel alone. I didn’t have to put on a front. It was okay not to feel okay. Everyone was kind and it was a relief to talk to real people sharing similar experiences.”

Fast forward 18 months, and Chelsea is a regular at the weekly Onehunga Plunket Playgroup. “Sharing the ups and downs of parenting and having that social network of support has really boosted my mental wellbeing. I’m so grateful I found my home away from home at Plunket’s playgroup.”







## New Kotahitaka hub in Ōtepoti Dunedin honours our whakapapa

In November 2024, we proudly opened Kotahitaka, Plunket's new community hub in Ōtepoti Dunedin.

It's a handy one-stop centre for whānau, bringing the services of seven former clinics together. Plunket nurses, kaiāwhina and community Karitāne health workers, and community services such as playgroups, antenatal classes, injury prevention and volunteer home visiting services are now offered under one roof.

Kotahitaka means unity of togetherness—symbolising the support this centre will provide for whānau and their tamariki. Located in South Dunedin, it is easily accessible and features four spacious clinic rooms, areas for community groups and 26 on-site car parks. There also is space for like-minded community providers who share our vision of supporting whānau in the crucial early years.

Ōtepoti Dunedin is important to Whānau Āwhina Plunket as we began in Karitāne more than 118 years ago. The names of five rooms within Kotahitaka reflect Plunket's strong connections with Dunedin by honouring the Ellison whānau, who still support Plunket today; Otago University Distinguished Professor the late Richie Poulton CNZM, who was a champion for Plunket's work; Dunedin resident Jean Nelson, a loyal Plunket supporter whose generous donation in her will contributed to the new hub; and midwives Mere Harper and Ria Tikini.

*Image: Plunket kaimahi at the November opening of Kotahitaka, Plunket's new hub in Ōtepoti Dunedin*





## Our clinic spaces

It has been a busy year in the property space. We carried out extensive renovations to create a family-friendly hub in Kaikohe, providing whānau with a safe place where they feel welcome. We are extremely grateful to have raised over \$90,000 from generous donors for this project to ensure tamariki in the Far North get the best possible start in life.

We also opened a refurbished clinic space in the popular Botany Town Centre shopping mall in East Auckland, Tāmaki Makaurau, our Constellation Hub on the North Shore, and our Woolston clinic in Ōtautahi Christchurch. Thanks to a significant \$160,000 grant from Perpetual Guardian, on behalf of the Belfast Community Trust, our Belfast site in Christchurch, has started its upgrade.

## Pilot of nurse prescribing service

Thanks to a generous donation, we have begun a small pilot to test the delivery of a Registered Nurse Prescribing in Community Health (RNPCH) service. The service will be offered in Auckland (Counties Manukau), Manawatu, Rangitikei and Nelson, with five Plunket registered nurses taking part.

These areas were selected so we can test the service in both urban and rural settings and focus on our priority populations. The RNPCH pilot aims to make it easier for Plunket clients to receive timely treatment for minor health conditions for tamariki who are otherwise well. Treatment will cover ears, eyes, throat (including strep throat), skin, cough and constipation, and the nurses will prescribe a limited number of medicines as per the Nursing Council of New Zealand RNPCH guidelines.

The increased demand on community health means whānau are waiting longer to see a GP. The new pilot provides another treatment option and also aims to test how Plunket nurse prescribers might relieve some of the pressure on primary care.

The RNPCH service will be free for whānau enrolled with Plunket in the pilot locations and integrated into our Well Child Tamariki Ora service. The pilot runs until June 2026 with planning well underway for services to start next year. Insights will be gathered from participating nurses and at the conclusion of the pilot we will conduct a formal evaluation to inform next steps.



## Strategic pillar two

Valuing and investing in our people to realise their potential

What is the most important thing in the world? He tangata, he tangata, he tangata.  
It is the people, it is the people, it is the people.





At Whānau Āwhina Plunket we know we can best meet the needs of the whānau who choose us by making sure our kaimahi are well-equipped with the right skills, tools, training and support.

Over 2024-25, we supported this through:

- The national roll-out of Facilitating Attuned Interactions (FAN) training for 494 kaimahi. See more on page 15.
- Providing external learning opportunities which saw 178 kaimahi undertake more than 8,000 hours learning on key topics such as breastfeeding and lactation, child protection, clinical, cultural and community development, leadership, mental health and trauma, parenting, pro-equity, and Well Child Tamariki Ora.
- Our in-house online learning platform, Te Māra, which provides kaimahi with access to 152 courses with 99 of them providing specialised clinical learning. 884 kaimahi completed 8,800 online courses.

## Kaimahi Māori and supporting cultural safety

We are proud of the mahi to build and grow kaimahi confidence, cultural awareness, capability and responsiveness towards becoming a stronger Tangata Tiriti organisation. Ultimately, this mahi 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.

Highlights for the year included the annual national Hui ā Tau themed 'Wellbeing - Oranga Whakapapa' in September where kaimahi Māori from across the motu came together virtually and in-person, and the implementation of the Critical Tiriti Analysis framework (CTA) in our strategic initiative commissioning and decision-making process.

We also rolled out Mahi Ngātahi Aotearoa, our national model of practice which is rooted in culturally responsive care and relational practice, held weekly virtual Te Mahere Reo hui enabling all kaimahi to embrace and develop their te reo Māori capabilities, hosted twice weekly karakia sessions, and added new whakapapa and Māori engagement kete to support all kaimahi.

We had a lot to celebrate this year and highlights were Plunket's attendance at Te Matatini, Aotearoa New Zealand's national kapa haka event, Matariki celebrations held across the regions, and marking Te Wiki o te Reo Māori as an organisation in September.

Other highlights included quarterly hui whakarauora held to provide regional support and pastoral care for kaimahi Māori, Kōmiti Kawa Whakaruruhau, our Cultural Safety Committee, met throughout the year to ensure Whānau Āwhina Plunket upholds cultural safety for kaimahi Māori and whānau Māori accessing our services, our kaiāwhina mentorship programme provided kaiāwhina with the skills and support to run wānanga for our Māori whānau, and training kaiāwhina in Ngākau Aroha Tūpuna parenting practices.

## Pacific fono

Our first ever Pacific fono in Tāmaki Makaurau Auckland in November brought together Pasifika voices from across our organisation, including frontline staff, executive leadership and our Board member Anne Fitiseanu, to discuss the unique experiences of working in health as Pacific peoples.

They reflected on the challenges, the joys and, most importantly, how we can strengthen our services for both our kaimahi and our Pacific whānau who make up nearly 10% of our client base. Our kaimahi made invaluable contributions with the strength of the day coming from the openness and wisdom that everyone brought to the table.

*“Our kaimahi all have a key role in ensuring our services are delivered in a way that meets the needs of whānau. We know how important it is to have a Pacific workforce that reflects the communities we serve to ensure that the care is relatable to them. Kaimahi networks established through events like the Pacific fono support both our kaimahi and the whānau we serve to feel connected and valued.”*

Vienna Masoe, Principal Pasifika Advisor





## Asian staff forum

With more than 32% of families we serve now identifying as Asian, our inaugural online national Asian staff forum was very timely. It was a chance to hear about Plunket's vision for Asian families and how our staff can contribute to this.

Themed 'Unity in Diversity', the forum celebrated the richness of Asian cultures, while highlighting the collective power of Asian staff. It was also a chance to highlight Plunket's commitment to fostering an inclusive environment where Asian staff feel valued and empowered.

Lots of great discussion and collaboration took place throughout the day, with a look at current Asian health statistics in Aotearoa New Zealand.

*"A first for Plunket, it was a truly humbling experience to connect with Asian staff from across the country. The sheer diversity—our backgrounds and multilingualism (one staff member can speak seven languages, wow!)—was astounding. We felt valued, a sense of belonging, and are driven to support Asian families with our unique blend of skills and knowledge."*

Vivian Cheung, Principal Advisor Priority Populations

## Education

It has been a busy and rewarding year for our education team, marked by the continued success of our two Whitireia programmes for nurses and health workers and professional development offered to our kaimahi.

Both education programmes offered in partnership with Whitireia Polytechnic have achieved high success rates, providing participants with the opportunity to explore and enhance their professional practice in Well Child Tamariki Ora health care. The Postgraduate Certificate underwent a moderator review this year, receiving very positive feedback. Both programmes have seen meaningful innovation through recent adaptations, supporting the programmes to be more relevant and responsive to the workforce needs.

In addition to our core programmes, we launched quarterly, face-to-face professional development days across the country, with a core theme for each quarter. This has created a consistent and accessible platform for ongoing learning relevant to the key areas of focus to reduce health disparity and improve health outcomes nationwide.

We are proud of the impact these initiatives are having and remain committed to fostering excellence in Well Child Tamariki Ora education.



## Wellbeing at Whānau Āwhina Plunket

At Whānau Āwhina Plunket, the wellbeing of our kaimahi is not an optional extra—it is a core business priority. We believe that a thriving workforce begins with a workplace that actively supports the mental, physical, emotional, social, and spiritual wellbeing of its people.

A healthy workplace fosters resilience, strengthens engagement, and builds long-term success. That's why our wellbeing approach is grounded in Te Whare Tapa Whā, a holistic Māori model of health that recognises the importance of balance across all aspects of wellbeing: mind, body, spirit and relationships.

To support this, this year we developed a Wellbeing Plan supported by a dedicated Wellbeing Working Group, which meets quarterly to review progress and plan activities that enhance workplace wellbeing. The plan guides us in creating a supportive and empowering environment where kaimahi can flourish—for their own wellbeing, and for the wellbeing of the whānau and communities we serve.

*Image left page: Kaimahi attended our Asian staff forum online and in person at Plunket hubs in Auckland, Wellington and Christchurch.*

*Image right page: Kaimahi at Hamilton Plunket Playgroup*





## Strategic pillar three

### Partnering with communities

To provide the best service possible to whānau, we collaborate and partner with other health, social, community, iwi and kaupapa Māori organisations whenever we can. We know we are better working together collaboratively with our community partners who are also committed to supporting pēpi, tamariki and whānau in the early years.





## Providing a welcome sanctuary at Te Matatini

It was a pleasure to welcome around 750 people to our whānau-friendly space at Te Matatini in Ngāmotu New Plymouth in February. Te Matatini is the national kapa haka event held every two years that has continued to grow in size and popularity since it began in 1972.

We were proud to provide marquees in the Tamariki Village at Pukekura Park that offered a quiet space to breastfeed, provide activities for tamariki, and support for any child-related concerns or questions from whānau visiting.

We had great feedback from whānau who said they appreciated a sanctuary at the busy event, which attracted a crowd of 70,000 with performances from 55 of Aotearoa New Zealand's top kapa haka teams.

Kaiāwhina Natasha Tomlins was one of 18 Plunket kaimahi who welcomed festival goers to our stall during the five-day event and embodied our values of manaaki, māhaki, māia and tūhono.

She says as well as providing a space to relax, it was an opportunity to share information about Plunket services covering topics such as mental health, car seat safety and our free lactation consultation service. Kaimahi were also able to answer any pātai from whānau.

Natasha says incorporating Te Ao Māori into mahi was a priority so attending Te Matatini o Te Kāhui Maunga was “a given”.



*“Te Matatini aims to contribute positively to the overall health and social wellbeing of whānau, which aligns strongly with our own vision for Whānau Āwhina Plunket”*

*Dr Hera Black,  
Pou Whakarae - Chief Advisor*



Image left page: Māmā and tamariki  
Image middle right: Plunket kaimahi at Te Matatini  
Image bottom right: Wikitoriaraukura Mitchell  
(Pou Ritenga – Maori Practice Advisor)  
watching the performances at Te Matatini



## Plunket presence at Polyfest

It was a privilege to have a presence at the ASB Polyfest event in Manukau, South Auckland, in April, allowing us to immerse in the diverse range of cultures in the Pacific community. Polyfest is one of the largest Pacific festivals in the world, hosting up to 100,000 visitors.

Despite truly wild weather, our kaimahi came together for the four-day festival with determination and smiles on their faces.

Our stall offered attendees a welcoming and comfortable space to feed and change pēpi, as well as a play area to keep little ones occupied with toys, colouring, bubbles and more. Plunket nurses and community Karitāne health workers were on hand to offer support and advice on child health or parenting topics.

Our thoughts went out to the team on Friday when they had to take their tent down due to high winds! They stayed on to offer shelter in the Plunket van to any whānau who needed it.

*“For Plunket to be there was another step towards our commitment to better serve Pacific communities and other populations. The many stakeholders who were willing to team up with us on the ground speaks to the numerous opportunities we have ahead.”*

*Vienna Masoe, Principal Pasifika Advisor*

*Image left page: Plunket kaimahi at Polyfest*

*Image bottom left: Facebook live chat*

*Image bottom right: Plunket Regional Operations Manager Maria van der Plas (right) with University of Canterbury Professor Jayne White, who is leading the research.*





## Mere Harper and Ria Tikini Memorial Scholarship

Every year we offer Te Rūnanga o Ngāi Tahu and Whānau Āwhina Plunket's Mere Harper and Ria Tikini Memorial Scholarship of \$3,000 to a full-time nursing student who is of Ngāi Tahu descent.

In 2024, we were delighted to award it to NorthTec Whangārei second-year student Shauna Power, who is keen to pursue a career supporting tamariki.

Shauna says it is an absolute honour to be selected for the scholarship recognising the work of Mere and Ria—the two midwives and healers from Karitāne who are at the heart of our whakapapa.

*“As a Māori nurse, I hope to be in a position to improve health outcomes for Māori to thrive now and for generations to come.”*  
Shauna Power

“It is such a privilege to receive this award commemorating these two wāhine toa. It means so much to have the financial support contributing to my nursing fees too, I’m truly grateful.”

This scholarship is an opportunity to celebrate our incredibly special whakapapa, while also helping to equip the next generation of Māori nurses with the skills, tools and knowledge to support those who need it most.



## Connecting with our social media community

We reach many whānau through our social media channels. In the past year, we hosted 21 live chats on Facebook and Instagram reaching nearly 34,000 people. Many other whānau enjoyed watching the chats on our YouTube channel.

Topics included child safety, development and health, safe sleep, and immunisations. We also hosted a chat about whooping cough in response to an outbreak in the community.

We often invited other experts to join us and we appreciate their time and expertise. We had guests from Health New Zealand Kāpiti, National Poisons Centre, Southland DHC, BestStart, the Natural Hazards Commission - Toka Tū Ake, and the Paediatric Society NZ.



## University of Canterbury collaboration

We were pleased to collaborate with child development experts from the University of Canterbury, the Canterbury Infant-Toddler Network and BestStart to support ‘Opening the Door on ECE’.

We know that tamariki are starting early childhood education (ECE) earlier than ever before. However, whānau often do not have access to the information they need, when they need it, to make important decisions about which service is right for them and their tamariki, or what to expect at this time of transition.

We distributed 10,000 doorhangers in our Plunket new baby bags that are given to whānau at our first appointment. They had information on how whānau could connect with a range of early childhood experts online, providing an easy way to ask questions or address concerns.









## Formalising our relationships with the Asian community

We were proud to formalise our relationships with The Asian Network Incorporated (TANI) and CNSST Foundation through Memorandums of Understanding (MoU) signed in Tāmaki Makaurau, Auckland, in June.

Plunket statistics from 2024 show Asian families account for the highest number of new baby cases in Auckland, and the second highest across New Zealand. Asian communities are one of the fastest-growing ethnic populations in the country and make up 17% of New Zealand's total population yet continue to experience access inequities in health services.

Partnering with these two highly respected organisations means we can work more closely with Asian communities across Auckland to better support whānau by offering culturally responsive care. Both MoUs signal a shared commitment to health equity, cultural inclusion and collaborative service delivery.

“Aotearoa New Zealand’s Asian population is growing fast and often families have specific needs in order to thrive. We are working hard to ensure equitable access to the services we provide, tailoring them to meet their unique cultural, social and health requirements,” says Fiona Kingsford, Plunket Chief Executive.



*“We know that early support makes a lasting difference, and by working in partnership we can remove barriers and ensure no whānau misses out.”*

Fiona Kingsford,  
Plunket Chief Executive.

*Image in circle: Fiona Kingsford with Jenny Wang  
(CNSST Foundation Executive Director)*

## Injury prevention keeping tamariki safe

The leading cause of child hospitalisation and death in Aotearoa New Zealand is unintentional child injury. During appointments, Plunket kaimahi offer guidance to whānau to support them to keep pēpi and tamariki safe.

We also have a small group of specialist injury prevention/child safety kaimahi based in our Community Services team who offer additional injury prevention support services. These include home visits, in clinic and virtual appointments, group education, collaborative community-based programmes, donation of child restraints and home safety equipment, and delivering child safety messages.

This year, the team delivered more than 1,400 individual whānau contacts, donated more than 600 child restraints thanks to grant funders, including the KPS Society, checked installation and use of more than 440 child restraints at roadside checkpoints and checking clinics thanks in part to support from Baby Bunting, and reached around 3,000 whānau at education groups and during community events and activities.

### Case study

#### Road Safety Week—a community affair



*Members of the Whangārei Plunket team took part in the Road Safety Hero Walk to raise awareness of the importance of road safety.*

We know collaborating with other community organisations is necessary for maximum impact and this was the key to an outstanding Road Safety Week in Whangārei.

A team effort from the Northland Road Safety Trust, Whangārei District Council, NZ Police, Hato Hone St John, Bike Northland, SADD/ Kaitiaki o Ara, NZ Transport Agency Waka Kotahi, and Auckland Transport helped us deliver car seat checks at three schools, two daycare centres and in three high-needs areas in Whangārei.

Plunket Community Services Coordinator Amber Hallamore-Russell noted a lot of the car seats she checked were loose, had straps and chest clips in the wrong places, and the top tether not being used when rear-facing. It was a good opportunity to provide education on using car seats correctly.

### Case study

#### Collaborating to keep tamariki safe in vehicles

Op Star is our collaboration with Southern District Police, funded through the Resilience to Organised Crime in Communities (ROCC) programme. It supports whānau in high-needs Southland communities to ensure tamariki are safely restrained in vehicles.

This year, roadside checkpoints, car seat clinics, and in-home visits have helped more than 80 whānau improve safety, with over 60 new child restraints and safety gates distributed.

Thanks to its success, Op Star is expanding, enabling us to reach and support even more whānau across the region—reflecting our strong commitment to child safety and community wellbeing.







## Our valued volunteers

Volunteers are vital to our organisation. They provide invaluable support that increases our capacity to deliver extra services for whānau, such as our home visiting service.

This year, we're pleased to have grown our registered volunteer base to 700 people. This mighty group has provided nearly 6,000 hours of support to Whānau Āwhina Plunket kaimahi and clients – that's the equivalent of 150 weeks of full-time work! Our volunteers also supported around 560 whānau through the popular home visiting service.

## Community services meeting the diverse needs of whānau

This year, we have put in a lot of mahi to build the foundations and framework of a high-quality community service that is delivered consistently across the motu, while being able to adapt to the needs of local communities.

They've delivered an impressive 90,000 engagements to support whānau through a wide range of community services, from in-home services, injury prevention, Plunket in the Neighbourhood (PIN) groups, and walking and swimming groups.

We are grateful for the support we receive from grant funders, partners and donors. Their generosity provides a large proportion of the funding that keeps our community services going strong.

## Some of our diverse community groups

- Waiata Mai Group Ashburton
- Pacifika Group Ashburton
- Chinese Virtual Group
- Te Reo Waiata Mai, Whakatane
- Teen Parent Group Taranaki
- Takaro Mai, Rotorua
- Upper Hutt New Settlers
- After the Bump – group for teen and young mums in Whangarei
- Raumanga Playgroup – Māori whānau, learning experiences in kaupapa Māori
- Kerikeri Super Heros Group – for children with special needs, high medical needs, or who spent time in an neonatal intensive care unit (NICU)
- Russian Parent group
- Chinese parent group – Northshore
- Owairaka Spanish Playgroup
- Japanese Speaking Playgroup, Orakei.





## Strategic pillar four

### Innovating to deliver health equity

We are continuously reviewing and improving the way we offer our services for whānau with the goal of improving health outcomes.





We provide locally tailored service offerings that are flexible and adaptable to respond to whānau and community need, but as a national organisation, it is important that our supporting systems and processes are nationally consistent to maximise efficiency and ensure sustainability for our kaimahi. This year we are pleased that some of the technical and digital improvements we've put in place are already starting to free up time for our frontline kaimahi so they can focus on caring for whānau.

## Kahu Taurima Services for All Whānau (SFAW) Prototype

Kahu Taurima is Health New Zealand's new approach to maternity and early years health care for everyone in Aotearoa New Zealand. We were proud to have the opportunity to be part of the Kahu Taurima Services for All Whānau prototype in Whakatāne which tested proposed changes to the Child Growth and Development Clinical Schedule. Over the prototype period, 839 clinical appointments were delivered to 285 whānau, with a strong focus on responsive, culturally safe engagement aligned with our Mahi Ngātahi Aotearoa practice model.

The prototype reinforced the value of trusting relationships, flexible service delivery, and whānau-led care. Kaimahi adapted to new tools such as the Ages and Stages Questionnaire (ASQ-3) and the Edinburgh Postnatal Depression Scale (EPDS), while maintaining strong developmental and maternal mental health screening rates. Feedback from kaimahi highlighted that time for whakawhanaungatanga (establishing and building strong and trusted relationships), the importance of early postnatal engagement and integration of a "see and support" approach were critical to meeting whānau needs.

Insights from the prototype continue to inform our national advocacy for service improvements across Well Child Tamariki Ora. We support the inclusion of flexible, equitable, and evidence-based approaches that recognise whānau aspirations and strengths. We remain committed to working alongside Health New Zealand and sector partners to shape a future-focused model of care that works for all whānau.

## Virtual Pool

The newly formed Virtual Pool of four registered nurses has been a valuable tool in enhancing capacity and improving access for whānau, supporting Plunket's strategic goal of flexible and adaptable service offerings for whānau nationwide. The Virtual Pool complements, but does not replace, our in-person appointments with whānau. The appointment is first initiated virtually, followed by an in-person pēpi growth assessment.

*"It was a super reassuring appointment. The nurse was so personable and friendly, asked her questions with grace and consideration, and was affirming of my choices, leaving me feeling like I'm doing a good job by my small person. We weren't able to find an appointment time that suited as a two-parent working household—the virtual appointment option was the gamechanger for us."*

Client feedback

In 2024-25, this service delivered 1,818 appointments to whānau virtually; 10% to Māori whānau, 8% to Pacific whānau, 35% to Asian whānau and 47% to whānau of all other ethnicities. Planning is underway to pilot the addition of kaiāwhina to the virtual service offering, to meet the needs of whānau who do not have access to this specialised support from local teams.

## Improving the way we work

We are constantly looking at how we can free up our clinical kaimahi so they can focus their energy where it matters most—on the whānau we serve.

We launched our Admin Task Engine to improve our speed, quality and accuracy with administrative tasks. Alongside this our AdminLine has handled more than 160,000 calls with whānau in the past year. This mahi has been instrumental in supporting service delivery by freeing up our nurses' time and providing whānau with one national 0800 number to call for booking appointments.

The administrators book appointments and manage initial enquiries from whānau, conducting the first engagement 'welcome to Plunket' call and booking the first three appointments.



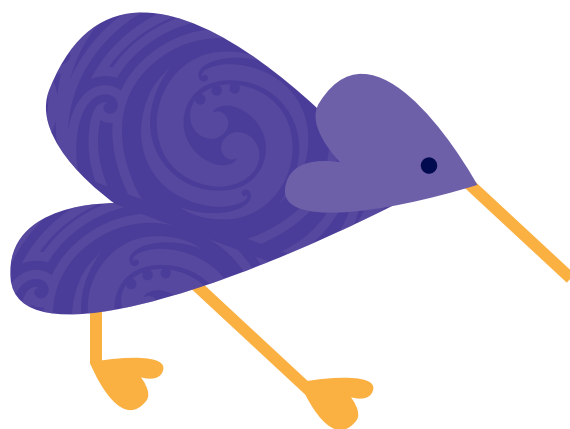
## Plunket Virtual Bites webinars

Our Virtual Bites webinars provide a convenient option for parents and caregivers to access information and discussion about their baby's health and development, without having to leave their home.

They are especially useful for whānau living in isolated areas where no other groups are available, when parents or children are unwell and for those parents who may be anxious about group settings.

Sessions are delivered monthly by three health workers and a community services coordinator. They include information about topics such as brain development, feeding, sleep and settling, toilet learning, parents, and caregivers, transition to work and getting children ready for preschool.

Virtual Bites also enables us to link whānau to other services if needed and raise awareness of our free PlunketLine health and wellbeing service for all caregivers in Aotearoa. After the sessions, there is also the option for follow-up with a Plunket nurse for any concerns and we can send out further resources via email.







## Strategic pillar five

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

As a national organisation, we are privileged to be invited into the lives and homes of whānau, and to work alongside them in our clinics and communities.





This comes with a strong sense of responsibility to share our knowledge, insights and experience to positively influence the health sector and advocate for our youngest tamariki. We see firsthand the issues whānau are facing and we are taking a stronger advocacy position on those that affect the first 2,000 days of a child's life, such as living in poor housing conditions, exposure to smoking, and whānau mental health support. Our mahi is focused on influencing at a system level and advocating for the whānau we serve on topics that directly impact them.

Listening, learning and sharing our knowledge with other health and social services helps build a healthier future for all whānau. We know that by working together, we can make the biggest difference to lifelong and intergenerational wellbeing.

## Advocating for whānau

We frequently make submissions or provide strategic input on a range of issues that impact the whānau we serve. This year we made submissions on:

- Smokefree Environments and Regulated Products (Vaping) Amendment Bill
- Mental Health Bill
- The Treaty Principles Bill
- The Pae Ora (Healthy Futures) (3 Day Postnatal Stay) Amendment Bill
- Putting Patients First: Modernising health workforce regulation consultation
- The Regulatory Standards Bill
- Taxation and the not-for-profit sector
- Reclassification of paracetamol suspension to allow provision by vaccinators.

We also provided input into the development of the refreshed Child and Youth Strategy and the Child Poverty Summit.

Making submissions on current issues means we can elevate the needs and voices of whānau to decision makers. Advocating for positive legislative change is a way to make a meaningful contribution to the system, so it works better for many whānau.

Our submissions always take a strong stance on promoting equitable health outcomes for priority populations and focus on upholding Te Tiriti o Waitangi. We take an evidence-based approach to all our submissions and incorporate data from our PlunketLine and Whānau Voice surveys.

## Challenging lack of pay parity and equity for our kaimahi

We strongly believe that Plunket nurses, kaiāwhina, community Karitāne health workers and administrators deserve to be paid the same as their hospital colleagues. This year, Chief Executive Fiona Kingsford has continued to vigorously lobby government and health officials for pay parity.

“The pay gap between Plunket and Health New Zealand is now approximately 15-25%. We would need nearly \$10 million dollars in extra funding to close the gap,” she says.

*“Our health workforce plays a vital role in keeping our whānau and tamariki healthy and well and out of our overrun GP clinics and hospital EDs. They do important mahi every day that has been underpaid and under recognised for many years. I will not stop lobbying for these valuable kaimahi to get paid what they deserve.”*

Fiona Kingsford,  
Plunket Chief Executive

“We were also disappointed with the unexpected changes to pay equity legislation in May, which saw the two claims that Plunket and the New Zealand Nurses Organisation (NZNO) had been working on for more than 18 months discontinued. We had spent hundreds of hours progressing these claims and were only weeks away from submission.”

## Engaging with decision makers

Plunket has enjoyed productive working relationships with the government of the day for 118 years. We know that we can raise the profile of important issues that affect both our organisation and the whānau we serve through strong advocacy and finding common ground. We've continued to strengthen our relationships with senior decision makers and health officials.



We marked an important milestone when the Health Minister, Dr Shane Reti, and Associate Health Minister, Casey Costello, announced that we would pilot childhood immunisations in a partnership with Health New Zealand at our Westfield Manukau clinic in October.

*From left: Minister Costello, Minister Dr Reti and our Chief Executive Fiona Kingsford.*



It was great to welcome MP Carl Bates to our Whanganui clinic in November 2024 where our kaimahi enjoyed the chance to discuss the planned immunisation rollout set for March 2025 and hear his suggestions for connecting with other stakeholders in the region.

*From left: Plunket's Senior Advisor Priority Populations and Advocacy Kirsten Matthews, Head of Clinical Quality and Governance Nikki Houlihan and MP for Whanganui Carl Bates.*



Our Hawke's Bay team have enjoyed several visits from MP for Tūkituki Catherine Wedd. She's a mother of four Plunket tamariki, and a strong advocate for women's health and Plunket. Her visits have covered a range of topics affecting pēpi, tamariki and their whānau including immunisation, the referral process, and challenges facing māmā.

*From left; Plunket nurse Kayleen Van Dooren, Clinical Services Manager Debs Higgins, General Manager Service Delivery Denise Shera, MP Catherine Wedd, Head of Service Development Nat Hornyak, Clinical Leader Wendy Allen, and Plunket nurse Vicky Van der Meulen*



We were pleased to welcome the Associate Health Minister, Casey Costello, and kaimahi from Health New Zealand to our clinic in the Loft in Ōtautahi Christchurch in August. They were interested in our Plunket Perinatal Adjustment Programme (PPNAP), a maternal mental health support service available for māmā, and our desire to extend this service from Canterbury right across Aotearoa New Zealand.

*From left: Plunket Clinical Leader Jacquie Taleni, Board Trustee Alex Skinner, Community Services Manager, the late Jane Denley, Clinical Leader Anne-Marie Hewitt, Health NZ's Kelly Duggan and Minister Casey Costello.*



## AUT Child Health Research Symposium

Chief Nurse Dr Zoë Tipa and National Educator Dr Katrina Coleman both presented their research findings at the two-day *Children's right to a good life in Aotearoa* symposium held by the Auckland University of Technology (AUT) Child and Youth Health Centre in February.

Researchers, academics, postgraduate students, clinicians and stakeholders in child and youth health research attended, providing an opportunity for collaboration and connections that will be the catalyst for innovative and meaningful research projects and strategies to improve health outcomes.

Dr Tipa is keen to see Plunket increase its collaboration and contribution to research areas, as well as learning from others wanting to improve outcomes and experiences for whānau.



From left: Starship's Una Wainivetau and Jo Peterson, Whānau Āwhina Plunket Chief Nurse Dr Zoë Tipa, Whānau Āwhina Plunket National Educator Dr Katrina Coleman and Developmental Paediatrician Dr Alison Leversha.

## Representation on national committees

Our leadership team and kaimahi are on many 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:

- Australasian Association of Parenting and Child Health
- New Zealand College of Midwives board
- Telehealth Communities of Practice Forum
- Digital Health Equity Network
- Expert Advisory Group: Growth Monitoring Aotearoa (GMA): Scoping Project
- Expert Advisory Group National SUDI Prevention Programme
- Primary and Community Health Aotearoa
- Global Network of Public Health Nursing
- Members of Health Coalition Aotearoa
- National Community Child Health Council Australasia
- National Council of Women of New Zealand
- National SUDI Engagement Hui
- New Zealand Breastfeeding Alliance
- New Zealand Child & Youth Clinical Network
- New Zealand Telehealth Forum
- Nurse Educators Tertiary Sector New Zealand
- Nurse Executives Aotearoa
- Paediatric Society Clinical Networks Governance group Power to Protect Expert Advisory Group
- Tupeka Kore Expert Advisory Group
- Wharangi Ruamano – Māori Nurse Educators across Aotearoa.



## Thank you to our donors, partners and funders

Whānau Āwhina Plunket has been incredibly fortunate this year to receive unwavering support from donors, our new and existing partner organisations, trusts, foundations, and philanthropists. Their generosity is evident in the majority of Plunket's services, programmes and properties.

Without our supporter community, we simply wouldn't be able to continue supporting tamariki and their whānau in the many ways we do, and plan to do, for future generations.

### Donors

We are tremendously thankful to all our donors who supported Plunket this year. Through Plunket appeals, campaigns and events, our donors and fundraisers raised over \$500,000. Simply amazing!

Our new regular givers, who are committed to monthly donations, are also incredibly important as they provided reliable and steady income to help us plan and deliver our national services. Monthly gifts support our frontline kaimahi with the resources they need to do their jobs well and give us financial certainty to execute new initiatives based on real whānau need.

We warmly welcome our new regular givers, donors and fundraisers to the Plunket whānau and look forward to updating you on the impact of your support.

This year, we also continued to develop Dunk it for Plunket as our national fundraising appeal. Dunk it for Plunket is a fun and simple fundraiser—sign up, receive a box of goodies called a 'Dunk Kit', and use it to host a morning tea fundraiser. We saw how much participants enjoyed becoming 'Dunkers' and recognised the potential for this to become one of the biggest and yummiest fundraisers for more audiences, including individuals, schools, community groups, and new businesses. Our naming partner, Arnott's, was fully onboard with increasing its impact and doubled the number of Dunk Kits available, helping to position Dunk it for Plunket as an iconic event. Thank you, Arnott's!

And with our other amazing partners including Huggies, JDE, NXP, JB Hi-Fi, Nescafe, Paramount and EPack, this year we saw donations triple from the previous year! Dunk it for Plunket 2024 raised over \$150,000, a record result. We look forward to seeing more Dunkers get involved in the years to come.

*BestStart Howick staff and pupils with BestStart Chief Executive Tony Ryall and our Chief Executive Fiona Kingsford (both far left, on steps). BestStart Howick raised \$2,043 for BestStart's annual Butterfly Appeal, the highest of all the centres nationwide.*





## Plunket Foundation

The Plunket Foundation is an endowment fund that helps generate long-term revenue for Whānau Āwhina Plunket, and we are very thankful to have this. Some of the world's great charities, hospitals and universities have endowment funds. By growing the Plunket Foundation through Gifts in Wills, donors know that they will be supporting Plunket in perpetuity, to enable our community impact to grow and adapt to the needs of our whānau in an ever-changing environment.

Since its establishment in 2008, the Plunket Foundation has supported Plunket's service and operational delivery with nearly \$4.5 million. This year, we welcomed three new trustees to the Plunket Foundation Board:

Edward Glennie, Alex Skinner and Brent Talbot. We are thrilled with the calibre of our trustees, who bring a wealth of knowledge to help grow and safeguard the Plunket Foundation's endowment fund for generations to come. Gifts in Wills support the Plunket Foundation, ultimately increasing funds that in turn support Plunket's operations on a day-to-day basis. We received over \$377,000 in bequests to the Plunket Foundation and the Royal New Zealand Plunket Trust this year and are deeply grateful for our legacy donors. A gift in your will to the Plunket Foundation is a considerate way to invest in the next generation, leaving a lasting legacy for Aotearoa New Zealand.



### Pamela's thoughtful gift for future generations

Pamela chose to include a gift in her will to the Plunket Foundation because of her long association with Plunket playgroups and a passion for looking after children. As a nanny, Pamela regularly visited her local Plunket playgroup and saw the benefits for tamariki and whānau. Once retired, she became a regular volunteer at Plunket playgroups, giving parents the chance to connect with each other and create happy memories for their children. Not having any children herself, Pamela is thrilled to help Plunket give tamariki in Aotearoa the best possible start in life for years to come with this gift. "You can't make a better investment than in children, because they're the future," says Pamela.

## Partners

Whānau Āwhina Plunket is committed to giving every child in Aotearoa the best possible start in life. That guiding principle means that we partner with organisations who share the same values around the wellbeing of tamariki and their whānau in Aotearoa New Zealand's communities.

### BestStart

Our Star Partner, continued to support Plunket's mahi with their annual appeal, held in March each year. The BestStart Butterfly Appeal raised a record \$91,000 this year! Fiona Kingsford visited the top fundraising centre, Howick, to thank the tamariki and their teachers for their creative support. BestStart's CEO, Tony Ryall, joined Fiona at the centre and agreed that the appeal was a testament to our shared goals and values. In the ten years it has been running, the BestStart Butterfly Appeal has raised \$483,000.

### Huggies

Our Key Strategic Partner, has been an incredible supporter of Plunket for more than three decades. This year, we continued the nappy bank initiative in our Auckland and Christchurch locations, with an incredible 640,000 nappies donated, supporting whānau that need them most. Together, we also continued distributing Huggies nappies in our New Baby Bags to all clients at their first Plunket appointment. In an exciting first, Huggies got behind Dunk it for Plunket in a variety of ways, including a match fund fittingly named the Huggies 'Double Dunk'. Huggies wanted their \$20,000 donation to pack a punch, so matching donations during our national appeal was the best opportunity to do so, and with great success. Read more about Dunk it for Plunket in our section on Donors, on page 42.

### Wattie's

Our long-standing Strategic Partner, has supported Plunket for more than 30 years—a valued relationship that continues to nourish generations of New Zealand's whānau. The Wattie's Feeding Guides remain a trusted go-to resource for Plunket kaimahi to share with whānau, introducing their pēpi to solids, and research-based nutritional information is also available digitally on both our website and at our social media live events, engaging thousands of caregivers. Wattie's also provides healthy product samples for whānau at our various events throughout the year.

### We welcomed new members to the partner whānau this year:

**Haven Financial**, an organisation dedicated to helping Plunket families across Aotearoa build a brighter future. Together, we're supporting whānau wellness by offering a free financial wellbeing check with a Haven adviser, covering insurance, KiwiSaver and mortgages, helping them to thrive.

See page 48 for the organisations we currently partner with who support us financially in the achievement of our goals, and special highlights below:



**Vital Bits**, a new Aotearoa-based brand focused on practical essentials for pregnant and postpartum māmā. As a Pick Me, Help Plunket partner, Vital Bits donates a portion of every approved product sale to Whānau Āwhina Plunket.

We farewelled some amazing partners—Dettol, Bayley's and Life Direct. We thank them for their generous support.





## Philanthropy

We have received many generous gifts this year that have had a huge impact on our ability to be there for whānau. These donors support specific property projects and programme initiatives that ensure our kaimahi can be where they're needed most, delivering services that have a genuine, positive outcome for tamariki and their caregivers.

Throughout this Annual Report, we feature many of the innovative changes these donors have enabled. Other projects of note that these donors have supported are:

- The renovation of our Kaikohe community hub. An incredible match fund from a philanthropist helped us raise over \$90,000 to transform this location into a family-friendly space where whānau feel welcome and safe. The refurbished hub reopened on 3 December 2024.
- Mobile van clinic. Plunket purchased a VW van to connect with hard-to-reach whānau in South Auckland and increase our presence at community events such as Te Matatini and Polyfest. A generous donor helped us to upgrade the van for effective mobile clinical use, resulting in more accessible healthcare for tamariki and their whānau.

- In-home volunteer programmes. After a gap was identified in the in-home support offered to caregivers with short-term high needs in Tāmaki Makaurau, a donor helped us to successfully reach more of these vulnerable whānau on Auckland's North Shore. We are also grateful to a kind-hearted donor who gave \$50,000 specifically to maintain in-home volunteer programmes in the South Island, including keeping Timaru's Giving People Support going strong.

We would also like to give special mention to Bill and Lindsay Speedy of Oceanbridge Shipping Ltd, who organised a fantastic charity golf day. The summer event was a big success, with \$25,000 raised to help us progress the renovations of our Plunket hubs in Mairangi Bay and Māngere Bridge, Auckland.

Thank you to all of our generous philanthropists! Both to those who are named on page 48 and to those who wish to remain anonymous.



## Grants

The support of our grant funders ensures that our vital community services continue to be delivered where and how whānau need them and ensures we keep communities connected at a local level.

Special thanks to the spotlighted funders who made a significant difference to Plunket's mahi. (A full list of all grant funders is available on page 48):



## Aoraki Foundation makes a real difference to South Canterbury families

The grants we receive often go towards very tangible tools and outcomes and fund regionally specific programmes, which means that we can deliver a range of unique services to meet the needs of our local communities. The grants vary in size, but all make an incredible difference to whānau.

One such grant came from Aoraki Foundation, who generously supported our Giving People Support (GPS) programme this year to help South Canterbury caregivers receive extra support in their homes from friendly and knowledgeable volunteers.

Some of these whānau are newcomers to Aotearoa with no friends or family close by to help, others may be physically challenged in some way and benefit from the practical help, and others may find the adult company beneficial for their mental health.

One such māmā was Elly, who spent long days at home with her twin girls due to the nature of her husband's work. When she broke her foot, she started to feel quite overwhelmed by her day-to-day. Through the GPS programme, volunteer Marlene came to visit and provided adult conversation and physical support with the girls such as helping to feed them and taking them for a walk.

Through the grant, we purchased six new breast pumps to lend to breastfeeding mothers in the region to support, for example, increasing supply, tube feeding, or when separated from their baby due to illness or work. In addition, the grant means we can continue our swim and water safety programme in Geraldine and Temuka. Often in these rural communities, access to quality swim lessons for tamariki under five can be difficult. Seeing our children in these regions learn how to be confident in the water, while also having fun, is very rewarding for Plunket kaimahi and reassuring for their whānau. Thank you, Aoraki Foundation.

*Plunket Volunteer, Marlene, with twins Adalyn and Arya*







# Thank you!

## Partner Whānau

- Arnott's
- Baby Bunting
- BestStart
- Bayley's Foundation
- Cello
- Dettol
- Natural Hazards Commission
- Generation Homes
- Haven Financial
- Huggies
- JB Hi-Fi
- Life Direct
- NXP
- Paramount
- Resene
- Spark Health
- Stones Fabric Industries
- Suzuki
- The Warehouse
- Trade Me
- VitalBits
- Wattie's
- Whitcoulls

## Philanthropists

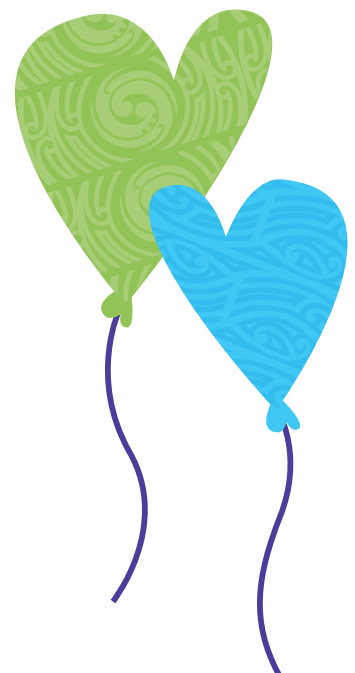
- Advance Marketing
- Brian and Sue Picot Charitable Trust
- David and Genevieve Becroft Foundation
- David Levene Foundation
- David Niven
- Dorothy L Newman Charitable Trust
- Gawith Deans Family Trust
- Gillian Ross
- Greg Blanchard & Carol Weaver
- Hinton ladies
- Holdsworth Charitable Trust
- Marsh Family Charitable Trust
- Murray family
- Oceanbridge Shipping
- Rotary Club of Devonport
- Resource Recovery Devonport
- 15 Gifts in Wills received

## Grant Funders

- AAW Jones Charitable Trust
- Acorn Foundation
- Advance Ashburton Community Foundation
- Akarana Community Trust
- Aoraki Foundation
- Aotearoa Gaming Trust
- Ashburton District Council
- Auckland Airport Community Trust
- Auckland Council - Albert-Eden Local Board
- Auckland Council - Hibiscus and Bays Local Board
- Auckland Council - Kaipātiki Local Board
- Auckland Council - Manurewa Local Board
- Auckland Council - Maungakiekie-Tāmaki Local Board
- Auckland Council - Puketāpapa Local Board
- Auckland Council - Rodney Local Board
- Auckland Council - Whau Local Board
- BayTrust
- BlueSky Community Trust
- Callis Charitable Trust
- Carpet Court - RhinoKids Flooring Fund
- Catholic Women's League - At Home Appeal
- Central Lakes Trust
- Charities Aid Foundation America
- Christchurch City Council
- Community Trust of Mid and South Canterbury
- Community Trust South
- David Ellison Charitable Trust
- Donald & Nellye Malcolm Charitable Trust
- Dragon Community Trust
- Dunedin City Council
- Eastern & Central Community Trust
- Elsie & Ray Armstrong Charitable Trust
- EM Pharazyn Charitable Trust
- FH Muter Charitable Trust
- Foodstuffs North Island
- Four Regions Trust
- Four Winds Foundation Limited
- Gallagher Charitable Trust
- Glenice & John Gallagher Foundation
- Graham & Olive West Charitable Trust
- Grassroots Trust Central Limited
- Grassroots Trust Limited
- Healthcare Otago Charitable Trust
- Hutt Mana Charitable Trust



- ILT Foundation
- Invercargill City Council
- Invercargill Licensing Trust
- JN & HB Williams Foundation
- Kelliher Charitable Trust
- Kiwi Gaming Foundation
- KPS Society Ltd
- Leonard Monk Charitable Trust
- Lister Presbyterian Health Trust
- Lois McFarlane Charitable Trust
- Mainland Foundation
- Maurice Paykel Charitable Trust
- Mazda Foundation
- Meridian Energy
- Milestone Foundation
- Ministry of Education - Te Tāhuhu o te Mātauranga
- MSD: Resilience to Organised Crime Communities Fund
- Network Waitaki Limited
- New Horizon Community Trust
- New Zealand Community Trust
- The North & South Trust Limited
- OceanaGold
- One Foundation Limited
- Otago Community Trust
- Otago Motor Club Trust
- Oxford Charitable Sports Trust
- Pelorus Trust
- Perpetual Guardian - Belfast Community Trust
- Perpetual Guardian - South Canterbury Trusts
- Perpetual Guardian - Albert D Hally Trust Fund
- Perpetual Guardian - Vernon Hall Trust Fund
- Phillip Verry Charitable Foundation
- Public Trust - The David Ellison Charitable Trust
- Public Trust - The Roy Owen Dixey Charitable Trust
- Public Trust - The Thomas George Macarthy Trust
- Public Trust - The Thomas Richard Moore Trust
- Queenstown Lakes District Council
- Rano Community Trust Limited
- Rātā Foundation
- Redwood Trust
- Rotary Club of Rotorua
- Rotorua Trust
- Roy Owen Dixey Trust
- Tauranga Community Health Trust
- The Lion Foundation
- The Trusts
- The Trusts Community Foundation
- Thomas Hobson Trust
- Toi Foundation
- Toy Library Federation of New Zealand
- Trillian Trust Limited
- Trust House Foundation
- We Care Community Trust Limited
- WEL Energy Trust
- Wellington City Council
- Whakatāne District Council
- Youthtown Incorporated
- Z Good in the Hood





whānau āwhina  
**plunket**



# Whānau Āwhina Plunket Board and Leadership

## Royal New Zealand Plunket Trust (as at 30 June 2025)



**Dame Fran Wilde**  
Chairperson



**Tarati Blair-Hunt**  
Trustee



**Tracey Bridges**  
Trustee



**Anne Fitisemanu**  
Trustee



**Matthew Harker**  
Trustee



**Marama Parore**  
Trustee



**Alex Skinner**  
Trustee



**Fiona Wiremu**  
Trustee

## Whānau Āwhina Plunket Executive Leadership Team (as at 30 June 2025)



**Fiona Kingsford**  
Chief Executive Officer



**Dr Hera Black**  
Te Pou Whakarae



**Louise Eunson**  
General Manager  
Strategy & Performance



**Matthew Kenny**  
General Manager Finance,  
Technology & Commercial



**Denise Shera**  
General Manager  
Service Delivery



**Brent Sincok**  
General Manager  
People & Culture



**Dr Zoë Tipa**  
Chief Nurse

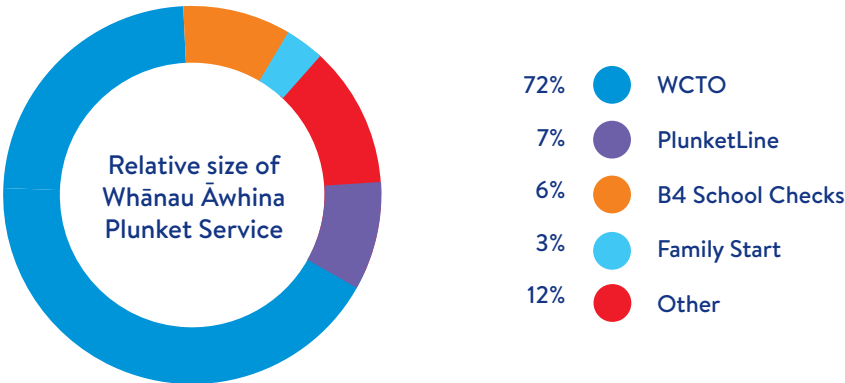
# Service Performance Report FY25

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 88% of our total revenue, with number of smaller services account for the remaining 12% of 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 Health NZ for Well Child 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 health workers) 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 on the Ministry of Health NZ website.

#### How is the service funded?

In 2024 Whānau Āwhina Plunket was contracted by Health NZ/Te Whatu Ora to manage, deliver, and report on its Well Child service.

Well Child Tamariki Ora Income Source	2025 Income (\$)
Health NZ/Te Whatu Ora	73,524,300
Grants & Other Income	655,221
Overall Service Revenue	74,179,522



## Measuring Our Service Performance - Well Child

### Performance Overview

As we enter the final year of our current Strategy (2021), we remain sharply focused on our strategic goal of delivering all our services equitably by 2025 (to be reported in financial year 2025-26). This visionary and ambitious goal continues to guide how we deliver our services, by tailoring our approaches to meet the unique and diverse needs of our priority populations.

Thanks to the ongoing commitment of our kaimahi, partners and supporters, we continue to make encouraging progress towards equity – particularly in our delivery of Well Child services to Māori and Pacific whānau. Results for these two priority groups have shown year-on-year improvement across all key Well Child service performance metrics.

As our data maturity continues to evolve, so too does our understanding of the information we collect and how we can better use it to gain deeper insights into the diverse needs of the whānau we serve. Demographic changes in Aotearoa have seen increasing enrolments of Asian pēpi into our service. As one of our priority population groups, we made the strategic decision to improve analysis of our data by increasing visibility of Asian whānau service performance in our reporting metrics.

In practical terms, this change means we now report Asian whānau separately, rather than grouping them within the 'Non-Māori, Non-Pacific' category. For consistency and comparability purposes, we have also updated results from the previous year to allow for accurate comparisons across groups and over time.

The performance results on the following pages reflect our continued commitment to placing whānau at the centre of everything we do. These numbers show that we remain focused on delivering essential services for all, and to those who need us most.

### Performance Results

The following performance indicators have been selected to measure the effectiveness, timeliness, and accessibility of Whānau Āwhina Plunket's Well Child service delivery to all enrolled pēpi, and their whānau. In line with our goal of equitable service delivery by 2025 (to be reported in financial year 2025-2026), performance for each of these measures is reported by ethnic grouping - Māori, Pacific Peoples, Asian, and All Other. Performance targets for financial year 2025 were also set for each measure in alignment with meeting this equity goal.

In keeping with previous Annual Reports, an end of year result that is below target but the difference is within 5% of target is considered immaterial.

Note that in the following performance results we have rounded to the nearest whole percentage point or nearest integer.

## 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 contact 1 on time (i.e. before 50 days of age) is important to the long-term health outcomes of pēpi and whānau as concerns can be identified and addressed at an early stage of life. If core contact 1 is completed on time, infants are more likely to receive the other core contacts on time, thereby 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. Referral is 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 decide 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.

However, regardless of whether a pēpi was referred on-time, Plunket endeavours to deliver core contact 1 before 50 days of age.

## Performance Results

Measure Description	Result 2024-2025	Average Target 2024-2025	Target 2025-2026	Result 2023-2024
Percentage of pēpi who receive the core 1 contact before 50 days of age*				
Māori	88%	92%	93%	86%
Pacific Peoples	91%	92%	93%	90%
Asian	97%	93%	93%	97%
All Other	94%	93%	93%	94%

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

### Commentary

Māori and Pacific People had year-on-year improved results for this measure, rising 2% and 1%, respectively.

Furthermore, the 'equity gap' for this measure between Māori and All Other has narrowed from 8% to 6% in financial year 2025. Between Pacific Peoples and All Other, the 'equity gap' has improved by 1%, from 4% to 3% in financial year 2025.

All 2025 results either exceeded target or were within 5% of the target range. To achieve target for Māori, a further 218 whānau needed to be seen. For Pacific Peoples, a further 46 families needed to be seen to meet target.

It is worth noting that, due to the timebound nature of this measure, it does not capture all whānau receiving Core contact 1. Excluded from the scope of this measure are many whānau that still received their Core Contact 1, albeit late (i.e. after the 50-day target timeframe). Of the Māori whānau for whom we did not meet this measure, 64% (438 whānau) received Core Contact 1 late, with 57% (248 whānau) receiving it on average 4 days after the expected timeframe. Similarly, among Pacific whānau who did not receive Core Contact 1 by 50 days, 67% (197 whānau) received Core Contact 1 late, with 60% (118 whānau) receiving it on average 3 days late.

## 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 2025 Whānau Awhina Plunket delivered over 251,000 core contacts – 15,000 more than in financial year 2024, and 36,000 more than in financial year 2023. 28,000 (11%) 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 Āwhina 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.

### Our performance results

Measure Description	Result 2024-2025	Average Target 2024-2025	Target 2025-2026	Result 2023-2024
Percentage difference between the number of core contacts that should have been delivered, and the number of core contacts which were delivered*				
Māori	70%	74%	75%	65%
Pacific Peoples	71%	73%	75%	65%
Asian	80%	74%	75%	75%
All Other	73%	74%	75%	67%

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



Commentary

Year-on-year results have improved across all ethnicities in financial year 2025, with a 6% increase for Pacific Peoples and All Other and a 5% increase for Māori and Asian.

The results for Māori, Pacific Peoples and All Other groups were below target but within 5% of the target range.

Of the core contacts missed for Māori whānau, 16% (2,492) were delivered late. More than 62% of the missed contacts were Core Contacts 6 and 7. For Pacific whānau, 18% (1,386) of missed core contacts were delivered late, with over 58% relating to Core Contacts 6 and 7. Among All Other whānau, 12% (3,877) of missed core contacts were delivered late, and over 77% of the undelivered contacts were Core Contacts 6 and 7.

As we continue our journey to equitable service delivery, we are implementing targeted strategies focused on improving access, engagement, and service delivery for our priority population groups. This includes enhancing the cultural competency of our workforce through ongoing training to ensure that our services are culturally safe and responsive to their unique needs. Addressing the equity gap for Māori and Pacific Peoples continues to be a key priority, with us innovating our service delivery, digital, and data solutions to ensure we can engage with whānau in the ways that suit them best. During the year, through our own internal reporting processes which comprise of quarterly reports and near-real time operational dashboards, we regularly monitor our progress towards closing the equity gap and holding ourselves accountable through transparent reporting and continuous improvement processes. By focusing on these key areas, we are committed to closing the equity gap and ensuring that Māori and Pacific whānau receive the same high-quality services.

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 health workers.

Our nurses are continually assessing the level of support that whānau need from us using three categories of need that help us prioritise our resources for 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 2025 are set.

Our performance results

Measure Description	Result 2024-2025	Number delivered 2024-2025	Result 2023-2024	Number delivered 2023-2024
Percentage of Additional, by Need, delivered in the year				
High need – long term	40%	65,928	41%	67,030
High need – short term	42%	68,066	39%	63,556
Low need	11%	18,610	12%	19,394
Level not assessed*	7%	10,719	7%	11,645

\* 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.

Commentary

Our additional contacts are driven by whānau need; therefore, this measure does not have any performance targets attached.

4. Percentage of whānau who receive SUDI prevention 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 40-60 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 Percentage of whānau who receive SUDI information before 50 days*	Result 2024-2025	Average Target 2024-2025	Target 2025-2026	Result 2023-2024
Māori	88%	89%	90%	85%
Pacific Peoples	90%	89%	90%	88%
Asian	95%	90%	90%	95%
All Other	91%	90%	90%	92%

\* includes all pēpi referred before 28 days of birth

Commentary

Year-on-year results have improved across Māori and Pacific Peoples ethnicities in the 2025 financial year, with Māori experiencing a 3% rise and Pacific Peoples seeing a 2% increase. Our performance for Asian remained the same as the previous year, while All Other saw a 1% decrease; however, both still performed above target.

The equity gap between Māori and All Others for this measure narrowed from 7% to 3% in the 2025 financial year. Similarly, the equity gap between Pacific Peoples and All Others improved by 3%, narrowing from a 4% equity gap to 1%.

We met targets for all ethnicities except Māori. The result for Māori is within 5% of target, meaning an additional 85 whānau needed to receive SUDI prevention information to achieve target.

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 Percentage of women screened at least twice for Maternal Mental Health during pēpi first year*	Result 2024-2025	Average Target 2024-2025	Target 2025-2026	Result 2023-2024
Māori	88%	89%	90%	84%
Pacific Peoples	88%	89%	90%	82%
Asian	93%	89%	90%	89%
All Other	94%	90%	90%	90%

\* includes all pēpi referred before 28 days of birth

Commentary

Year-on-year results have improved across all ethnicities in the 2025 financial year, with Māori showing a 4% increase, Pacific Peoples a 6% increase, and Asian and All Others a 4%.

Despite annual improvements in performance, the equity gap between Māori and All Others remains the same at 6% in 2025. However, the equity gap between Pacific Peoples and All Others narrowed from 8% to 6% in 2025.

Our results for Māori and Pacific Peoples were 1% below target, meaning an additional 93 Māori whānau needed to be seen to meet the target. For Pacific Peoples, we needed to see 44 more families to achieve our goal.

Although the 2025 results for Māori and Pacific Peoples were below target, they remained within 5% of the goal.



## 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 or not. Calls are answered by Plunket nurses who can provide expert 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. Sick and symptomatic calls come through the same line and are triaged by PlunketLine nurses; however, the call data is recorded in a separate system belonging to the National Telehealth Service.

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 Health NZ 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.

Well Child Tamariki Ora Income Source	2025 Income \$
Health NZ/Te Whatu Ora	6,359,895
Grants & Other Income	1,300,461
<b>Overall Service Revenue</b>	<b>7,660,356</b>

## Measuring Our Service Performance - PlunketLine

### Performance Overview

PlunketLine performed below our contracted target levels for both performance measures in 2025.

However, these results need to be considered in the context of the increase of our other PlunketLine services, which are not captured in the measures reported here. This year we have experienced a 47% increase in virtual consults which include breastfeeding support, sleep consult services and nurse live chats. The increase in virtual consultations is reflective of a cultural shift, in that those accessing PlunketLine services are more likely to engage digitally.

In 2025 we continued to experience higher call volumes on our Healthline service with just under 15,000 calls over our financial year target. This equates to 1,200 more calls on average per month, adversely impacting on our Plunketline results for calls answered and abandonment rate.

### 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-19 pandemic or the measles outbreak) when call volumes increase and whānau require additional health and wellbeing support from their homes.

Under our contract with Health NZ, this service has a target range of handling between 113,000 to 123,000 calls annually. PlunketLine promotional campaigns (through the Plunket communications team) are organised to ensure whānau are aware of services.

## Our Performance Results

Measure Description	Result 2024-2025	Target 2024-2025	Result 2023-2024
Total number of calls handled	90,513	113,000	94,885

### Commentary

Our 2025 result is 22,487 calls below target for 2025. However, this figure does not capture the 47% increase in virtual consults which include breastfeeding support, sleep consult services and nurse live chats. General enquiries on PlunketLine also continue to decrease since the launch of our AdminLine for appointments and enquiries in financial year 2023-24.

There has also been an increase in sick and symptomatic call volumes with nearly 15,000 calls over our annual target this financial year. This component of calls to PlunketLine is outside of our Well Child Tamariki Ora contract, and is delivered in partnership with Whakarongorau Aotearoa, the National Telehealth Service. The PlunketLine nurse resource is the same irrespective of whether the call received relates to Well Child or a sick and symptomatic enquiry.

## 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 call volumes or increase in complexity (leading to increase in talk time) may impact the abandonment rate. Under our contract with Health NZ, we have a call abandonment target of 10% or less.

## Our Performance Results

Measure Description	Result 2024-2025	Target 2024-2025	Result 2022-2023	Result 2023-2024
Total percentage of calls abandoned	12%	<10%	13%	12%

### Commentary

Our call abandonment rate is above target, with the result achieved being consistent with previous years and are within 5% of Target for 2025.

The factors that contribute to the result being above target are similar the Total Calls Answered measure, where we have experienced an increase in virtual consults and an increase in sick and symptomatic call volumes with nearly 15,000 calls over our annual target this financial year. These factors are known to adversely impact our call abandonment rates.



# 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

Matthew Harker RNZPT Trustee, RAAC Chair

Alex Skinner RNZPT Trustee

Fiona Wiremu RNZPT Trustee

Dame Fran Wilde, RNZPT Chair

## 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 52 to 58 and 60 to 61:

1. have been correctly derived from the audited financial report for the year ended 30 June 2025; and
2. Are a fair summary of the financial report in accordance with Public Benefit Entity Financial Reporting Standard 43 ('PBE FRS 43') Summary Financial Statements (**PBE FRS 43 Summary Financial Statements**).

The accompanying summary financial report comprises:

- the summary statement of financial position as at 30 June 2025;
- the summary statements of comprehensive revenue and expense, changes in net assets/equity and cash flows for the year then ended; and
- the summary statement of service performance on pages 52 to 58.

### Basis for opinion

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

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. Subject to certain restrictions, partners and employees of our firm may also deal with the Trust on normal terms within the ordinary course of trading activities of the business of the Trust. These matters have not impaired our independence as auditor of the Trust.

### Summary financial report

The summary financial report does not contain all the disclosures required for a full financial report under Public Benefit Entity International Public Sector Accounting Standards (PBE Standards). 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 financial report do not reflect the effects of events that occurred subsequent to the date of our audit report on the financial report.

### Use of this Independent auditor's report

This independent auditor's report is made solely to the beneficiaries. 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, none of KPMG, any entities directly or indirectly controlled by KPMG, or any of their respective members or employees, accept or assume any responsibility and deny all liability to anyone other than the beneficiaries for our audit work, this independent auditor's 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 ISA (NZ) 810 (Revised).

We expressed an unmodified audit opinion on the financial report in our audit report dated 30 October 2025.

For and on behalf of:



KPMG  
Wellington  
30 October 2025

# Summary Financial Statements

## Royal New Zealand Plunket Trust Summary Financial Statements for the year ended 30 June 2025

This is a summary of the Trust's audited financial statements for the year ended 30 June 2025 which were authorised for issue on 30 October 2025. The summary financial report has been extracted from the full audited statements dated 30 June 2025.

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 Service Performance Report included in the Annual Report on page 52.

The summary financial report cannot be expected to provide a complete 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 2025 on 30 October 2025.

<b>Statement of Comprehensive Revenue and Expense for the Year Ended 30 June 2025</b>	<b>2025 \$000</b>	<b>2024 \$000</b>
Contract Income	95,332	93,129
Sponsorship/Donations/Grants Income	6,363	6,834
Other Income	1,546	1,581
	<b>103,241</b>	<b>101,544</b>
Employee Costs	84,386	78,015
Service Delivery Expenses	16,823	15,435
Depreciation & Amortisation	2,599	4,272
	<b>103,808</b>	<b>97,722</b>
<b>Operating Surplus/ (Deficit) for Year</b>	<b>(567)</b>	<b>3,822</b>
Net Change in Fair Value of Available for Sale Financial Assets	4	9
<b>Total Comprehensive Revenue and Expense for the Period</b>	<b>(563)</b>	<b>3,831</b>

<b>Statement of Changes in Net Assets / Equity for the Year Ended 30 June 2025</b>	<b>2025 \$000</b>	<b>2024 \$000</b>
<b>Opening Equity Balance</b>	<b>45,227</b>	<b>41,396</b>
Operating Surplus/(Deficit) for Year	(567)	3,822
Net Change in Fair Value of Available for Sale Financial Assets	4	9
<b>Total Comprehensive Revenue and Expense</b>	<b>(563)</b>	<b>3,831</b>
<b>Closing Equity Balance</b>	<b>44,664</b>	<b>45,227</b>



Statement of Financial Position as at 30 June 2025	June 2025 \$000	June 2024 \$000
<b>Current Assets</b>		
Cash and Cash Equivalents	17,527	15,111
Accounts Receivable	1,790	9,662
Inventory and Other Current Assets	1,057	862
Properties Held for Sale	0	190
<b>Total Current Assets</b>	<b>20,374</b>	<b>25,825</b>
<b>Non Current Assets</b>		
Property, Plant and Equipment	37,957	36,726
Intangible Assets	1,392	2,526
Investments	325	287
<b>Total Non Current Assets</b>	<b>39,674</b>	<b>39,539</b>
<b>Total Assets</b>	<b>60,048</b>	<b>65,364</b>
<b>Current Liabilities</b>		
Payables	4,787	3,881
Employee Entitlements	7,388	6,590
Income in Advance	2,126	8,478
Lease Provision	21	21
Finance Leases	0	84
<b>Total Current Liabilities</b>	<b>14,322</b>	<b>19,054</b>
<b>Non Current Liabilities</b>		
Finance Leases	86	107
Make Good Provision	976	976
<b>Total Non Current Liabilities</b>	<b>1,062</b>	<b>1,083</b>
<b>Total Liabilities</b>	<b>15,384</b>	<b>20,137</b>
<b>Net Equity</b>	<b>44,664</b>	<b>45,227</b>
<b>Total Liabilities and Equity</b>	<b>60,048</b>	<b>65,364</b>

Statement of Cash Flows for the Year Ended 30 June 2025	2025 \$000	2024 \$000
Net Cash Flows from Operating Activities	4,721	9,250
Net Cash Flows from Investing Activities	(2,218)	(3,796)
Net Cash Flows from Financing Activities	(87)	(333)
<b>Net Increase in Cash Held</b>	<b>2,416</b>	<b>5,121</b>

*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://www.plunket.org.nz/donate)

#### **Regular monthly giving**

Join Whānau Āwhina Plunket's Regular Giving programme to ensure children thrive and no whānau struggles alone: <https://www.plunket.org.nz/plunket/support-plunket/monthly-giving/>

#### **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://www.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!

#### **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