



whānau āwhina
plunket

ANNUAL REPORT 2024

ROYAL NEW ZEALAND PLUNKET TRUST

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

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



OUR VISION

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 2025.

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

- Ministry of Health, March 2019

OUR UARA - OUR VALUES

Maia

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



Māhaki

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

Tūhono

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

Manaaki

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



Our strategic pillars

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

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

1. Pēpi, tamariki and their families, whānau and communities 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 their potential

- Whānau Āwhina Plunket people understand Te Ao Māori and tikanga
- We grow and strengthen our Māori workforce
- We attract and retain a diverse and inclusive workforce with the knowledge to deliver equitably
- Our people have the right skills, tools and support to do their jobs well

3. Partnering with communities

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

4. Innovating to deliver health equity

- Whānau Āwhina Plunket is an innovative and adaptive deliverer of Kahu Taurima services - helping to shape a better health system
- We have the right services, resources and model of practice to contribute to achieving Pae ora
- We are a financially sustainable organisation
- We use technology, data and insights to deliver improved services

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 Pae Ora
- We use our insights and partnerships to improve the health and social system

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Our commitment to Te Tiriti o Waitangi

At Whānau Āwhina Plunket, we want all tamariki in Aotearoa New Zealand to get the best possible start. We've walked alongside whānau and families for 117 years, but know we need to adapt to do better to meet the changing needs of whānau, pēpi and tamariki Māori.

Our Strategy 2021-2026 reaffirms Te Tiriti o Waitangi as the founding document for Aotearoa New Zealand and for Whānau Āwhina Plunket. We will be a strong Te Tiriti o Waitangi partner and will work with Māori to achieve Māori aspirations by applying the principles of Te Tiriti o Waitangi across all our mahi.

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

Our whakapapa

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





This is Whānau Āwhina Plunket

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

We see three-quarters of all new babies across Aotearoa New Zealand, including nearly 6 out of 10 Māori pēpi.





Pēpi, tamariki, their families, whānau and communities are at the heart of everything we do.

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.

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

- PlunketLine – a free 24/7 parenting and child health helpline staffed by registered nurses and innovative video chat for breastfeeding and sleep support services
- B4 School Checks - a comprehensive assessment of language, development, growth, behaviour, social and emotional development, and oral health before a child starts school
- Family Start – our partnership with Oranga Tamariki in Palmerston North and Tauranga, working with whānau to strengthen a child's health, learning and relationships
- Dedicated maternal mental health support in some South Island areas
- A range of mostly free community services including playgroups, parent education, injury prevention and kaupapa Māori antenatal wānanga to support children and whānau, based on the needs of the community. These are funded through fundraising, partnerships and community grants
- A strong advocacy voice for health and wellbeing.

Chair update



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 2023-24 Annual Report and to share the organisation's achievements over the last financial year.

A time of change

I am struck by the importance of Whānau Āwhina Plunket being a resilient and agile organisation in a time of constant change.

This year, we are grateful to have returned to more normal business operations after the pandemic and weather-related disruptions of previous years. However, the state of the health system in Aotearoa New Zealand is uncertain and concerning. In all areas of the country there are clinical resourcing issues. A new government has already made changes to the new health system with the disestablishment of Te Aka Whai Ora – the Māori Health Authority.

Whānau Āwhina Plunket has continued to have significant issues in recruiting and retaining Plunket nurses, kaiāwhina and community Karitāne health workers due to lack of pay parity with their hospital counterparts. I would like to commend Chief Executive Fiona Kingsford for taking the lead on establishing a group of Chief Executives from like-minded organisations to front foot this issue and gain strength in lobbying and raising the issue in the public arena.

Closing the equity gap

The recruitment and retention workforce challenges have continued to impact Whānau Āwhina Plunket having sufficient kaimahi to deliver services to those who need us most. Pleasingly though, the performance results show that despite a reduced workforce, the commitment to equitable service delivery has seen

continued progress, as we track positively towards our strategic goal of equitable delivery of services by 2025.

It is particularly refreshing to see that our Well Child Tamariki Ora service delivery to two important priority population groups, Māori and Pacific Peoples, have improved year-on-year across all our Well Child metrics.

New community hub in Rotorua

What a joy it was to be part of the celebration opening of a new community hub Ria Mere – Mauri Tū Mauri Hono in Rotorua in January this year. It was a truly special occasion and left no doubt in anyone's mind that we are well set up for the future and to support generations to come. As they say, it takes a village, and this project is a perfect example of that. A huge thank you goes to the fundraising team for their mahi raising \$1 million to support the building, which was made up of many generous people and businesses, including our building partner Generation Homes.

Executing our fundraising strategy

It has been heartening to see the new fundraising strategy in action with tangible successes and fundraising marketing projects this year. One major donor alone gave \$450,000. The new Rotorua hub was only achievable because of our major donors and grant funders, all of whom contributed generously to the build.

The strategy clearly maps out our vision, goals, pillars and foundations that will underpin everything we do to increase sustainable net revenue through to 2028 and beyond. It is no easy feat attracting fundraising dollars in this tough economic climate, but the team is going from strength to strength and I am particularly excited about the move to make Dunk it for Plunket a nationally recognisable annual fundraiser.

New vision

The new financial year got off to a fresh start with the Board approving a new vision that is more aligned with the plans of Health New Zealand's Kahu Taurima maternity and early years programme, which Whānau Āwhina Plunket falls under. I am delighted to share it with you: 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.

Thank you

I want to acknowledge and thank our generous partners and donors – we could not do what we do without you. I am also enormously grateful for the support of all Whānau Āwhina Plunket volunteers who play such an important role in keeping our community services running.

Finally, I would like to say a huge thank you to all the Whānau Āwhina Plunket kaimahi. When you belong to an organisation that has been part of the fabric of Aotearoa for over 117 years, you can be confident that coping with change is in your DNA. Whānau Āwhina Plunket must constantly adapt and change, but I am 100% confident that the values remain steady and the unwavering commitment to whānau, tamariki and pēpi remains at the heart of everyone in the organisation.

Ngā mihi nui



Dame Fran Wilde
Board Chairperson



From our Chief Executive



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

It gives me great pleasure to present Whānau Āwhina Plunket's 2023-24 Annual Report, my second as Chief Executive.

This year has seen a lot of growth and development for the organisation and the excitement of new possibilities as we learn to operate within the new health system.

Growing our impact

Every day our hardworking and dedicated frontline team of Plunket nurses, kaiāwhina and community Karitāne health workers are focused on delivering services to the whānau we serve. This year we delivered over 236,000 Well Child core contacts – that's almost 21,000 more than in the previous year. That's a 2% increase for Māori, 12% increase for Pacific People and a 10% increase overall.

It's not about the numbers for us though – we are firmly focused on making sure we are delivering our services to those who need us most. We are constantly assessing where whānau need intensive extra support and have delivered more than 160,000 additional contacts each year on top of our regular Well Child Tamariki Ora appointments.

We also offer a 24/7 service through PlunketLine and a wealth of support through our vital community services in terms of parent and child groups, antenatal classes, injury prevention support and more, making us a truly wraparound support for whānau to ensure their precious tamariki can thrive.

Mahi Ngātahi Aotearoa – our new model of practice

We want to keep up this great mahi we are undertaking and are looking to establish Mahi Ngātahi Aotearoa as our new model of practice which will be embedded across the whole organisation over the next two years. Mahi Ngātahi Aotearoa is based on research by our Chief Nurse Dr Zoë Tipa looking at what whānau Māori want from Well Child Tamariki Ora services, and it outlines the vision of providing culturally responsive care integrated with relational practice communication techniques to strengthen the way we support whānau.

Piloting options for the future

It is a privilege to be part of the transformation of the maternity and early years services and address the gaps and challenges in the current health system, particularly around the care and support provided to whānau during the crucial first 2,000 days of a child's life.

We are delighted Health New Zealand has selected the Whānau Āwhina Plunket Whakatāne team as one of the six providers to test the changes to the Well Child clinical schedule for child growth and development. Preparation mahi is well underway for the expected start of the changes in August 2024 and is due to finish in June 2025.

We also have a strong desire to do more in the 'see and support' space in areas such as immunisations, nurse prescribing and maternal mental health, and are running exciting pilots to assess potential changes to our services to see if we can improve whānau wellbeing and health outcomes.

PlunketLine's 30th birthday

It was so special to mark the 30th birthday milestone of our free 24/7 telehealth PlunketLine service in April. There have been around 2.5 million calls to PlunketLine since it started – around 300 calls a day. I was so blown away to hear so many stories of the impact the much-loved service has had for whānau, and we were delighted to have the opportunity to introduce our very first Plunket ambassador Isla Jurgeleit, whose parents credit PlunketLine with saving her life.

Expanding our PlunketLine offering

PlunketLine has been successful in securing funding to test community partnerships to improve the reach of our breastfeeding video calling services to Māori. It's a really exciting opportunity for us and we are busy planning to deliver local partnered services initially in the Eastern Bay of Plenty, Taihape and Whanganui. The service is going from strength to strength with the newly introduced PlunketLine sleep support services, delivering over 1,067 consults to sleep deprived caregivers since it started in May 2023 and expanded breastfeeding services achieving a 50% increase in delivery over the year.

Our properties

We have proudly laid the foundations for supporting future generations with some significant property investments over the past year, including the opening of our new community hub in Rotorua. We also moved to new facilities in malls in Manukau, Westgate in West Auckland, as well as spaces in Taihape, Ashburton and Balclutha. All our moves are carefully planned to make sure we are making access for whānau as seamless as possible.

I am excited to let you know that we have also secured a new site in Dunedin to consolidate the majority of our clinics there onto one site. This is a fantastic opportunity for us; especially being so close to where Plunket originated in the small coastal town of Karitāne.

Lack of pay parity impacts workforce

The lack of pay parity for our Plunket nurses, kaiāwhina and community Karitāne health workers continues to have a significant impact on our ability to attract and keep employees due to the wage gap.

For the second year in a row, we have been left in the untenable situation with what looks like a wage surplus but is, in reality, actually a deficit in our ability to deliver our services.

Our Plunket nurses, kaiāwhina and community Karitāne health workers play a vital role in keeping our community healthy and out of busy hospital ED waiting rooms. However, they quite rightly feel undervalued and deserve to be paid at the same rates as the hospital workforce. I am part of a joint Chief Executive collective representing primary and community care who continue to lobby for parity for our kaimahi.

Thank you

I would like to say a huge thank you to Plunket's village, which includes our many volunteers who give up their precious time and the organisations, our partners and individuals who generously donate to our charity to prop up our underfunded government services so we can keep being there for whānau.

Most importantly though, this year I would like to say a thank you to the amazing kaimahi who work at Whānau Āwhina Plunket. Despite a reduced workforce because of lack of pay parity with hospital nurses and health workers, we have had some great results over the past year which is testament to the mahi they do to see whānau and truly make a difference.

Ngā mihi nui



Fiona Kingsford
Chief Executive



Our year in review

Well Child Tamariki Ora

278,295 

Number of tamariki on our books (0-5 years) in 2023/24

44,541 

New Whānau Āwhina Plunket babies in 2023/24
76% of new babies across Aotearoa New Zealand.
This includes 58% of all Māori pēpi born.¹

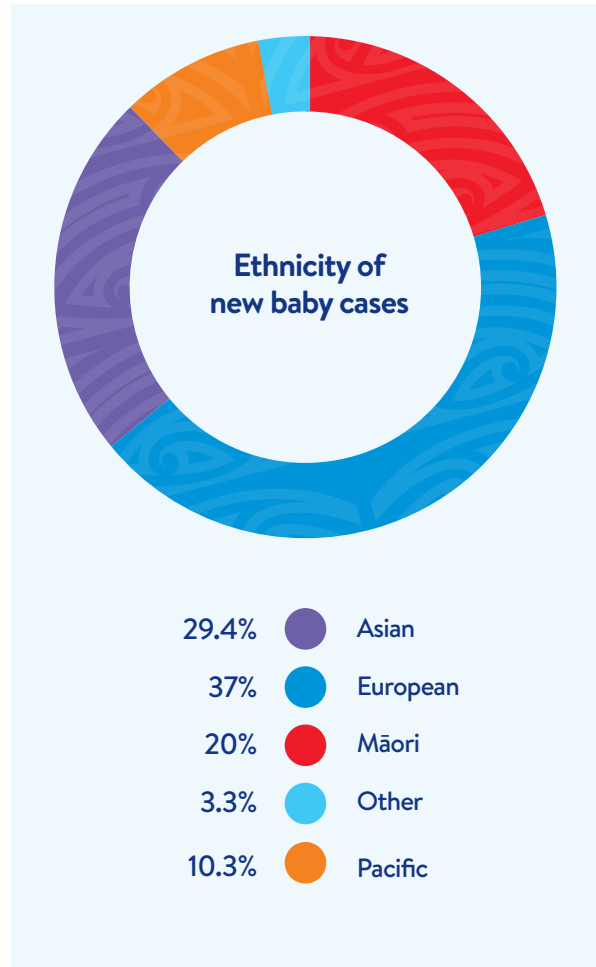
400,532 

Clinical contacts made with whānau

26,998 

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

¹ Based on Health New Zealand birth data for FY24



Website and social media


 **1,641,626**
website visits

 We've hosted
23
Facebook
Live Chats

 We've reached
72,288
people through our
Facebook Live Chats

PlunketLine



 **94,885**
calls handled by PlunketLine
(inbound and customer
support outbound)

Top topics: Child health & illness,
Child behaviour,
Breastfeeding,
Sleep,
Nutrition

 **918**
sleep support
sessions using video
conference

 **1,565**
breastfeeding support
sessions using video
conference

Our people

520

Frontline nurses

88

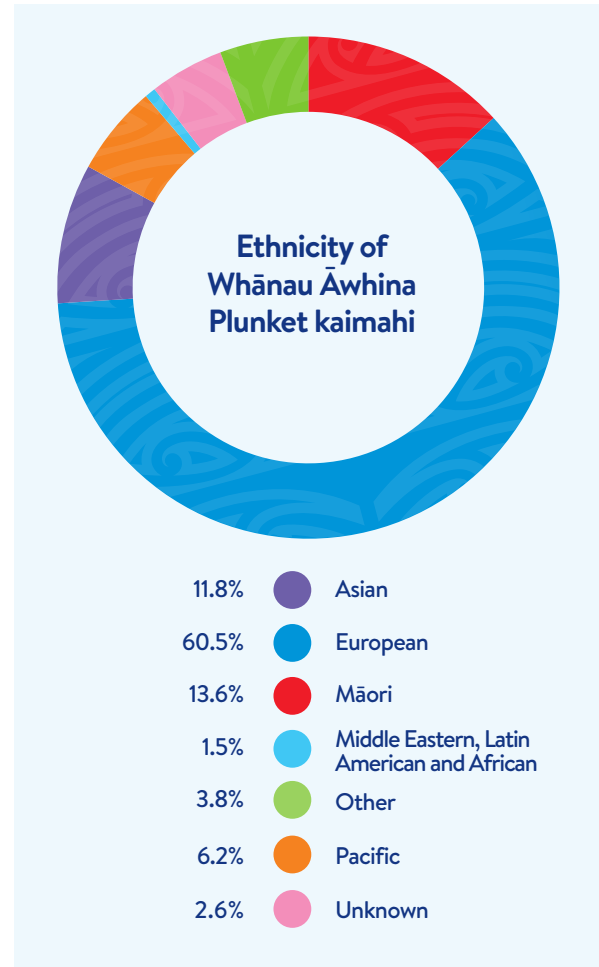
Community Karitāne

50

Kaiāwhina

83

Community kaimahi



Our kaimahi by region

1,041

Total kaimahi across Aotearoa

649

Active volunteers

Based on headcount as at 30 June 2024, noting a number of our staff work part-time.

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 are committed to delivering all our services equitably by 2025, and to do this we need to ensure our services are inclusive and accessible.

Aligned with the Health New Zealand maternity and early years programme, Kahu Taurima, we've identified Plunket's priority population groups so we can respond to the unique needs of those communities. These are Māori, Pacific Peoples, 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. We have a particular focus on Māori and Pacific people given the strong evidence of equity gaps. As Te Tiriti o Waitangi partners, we have additional obligations when engaging with Māori as tangata whenua of Aotearoa. This is over and above our commitment to equity.

We're constantly looking at ways to make it as easy as possible for whānau to connect with us and access our services in a way that suits them best. Looking ahead, we are kicking off some exciting trials and pilots to explore how we can relieve pressure on the health system and better support priority populations to achieve equitable outcomes. Next year this will include delivering immunisation services and piloting registered nurse prescribing in community health services.

We want to do better for the whānau we serve but we continue to face the impact of staff vacancies. This has had consequences in both our ability to deliver all our core services to whānau as well as to our bottom line, showing us having a financial surplus quite simply due to roles not being filled. We have been lobbying hard for the Government to address our workforce issues through pay parity for our nurses and frontline health workers and the hospital nursing workforce.

Supporting maternal mental health

It can be tough having a new baby, and that's why our Plunket nurses review maternal mental health at each core visit. We know that maternal mental health affects the whole family and not just the individual, so it's important to get in early before issues escalate. You can read more on page 42.

We are especially proud of two programmes we run in the South Island which are marking significant milestones this year. The Plunket Perinatal Adjustment Programme (PPNAP) is celebrating 25 years in Canterbury, 18 years in South Canterbury and 15 years in Dunedin. The Plunket Parent and Infant Relationship Service (PPAIRS) in Canterbury is celebrating 10 years.

Across these services, we are proud to have provided in-home early intervention support to 674 clients this year and we are passionately exploring the possibility of expanding both programmes nationwide.



Amy's story

Mum-of-two Amy says the time after the birth of her daughter was a huge adjustment.

"I was trying to take care of myself, raise two young children and be a wife. At times I almost felt a bit of resentment towards my daughter because she was taking time away from my son.

Over a period of six months, I was supported in-person and over the phone after being referred to PPNAP by my midwife. I was reassured that the feelings I was having were quite common – having a second child is a big adjustment but it gets easier. We're only human and each day's a new opportunity to talk to someone for support."



30⁺
years old



plunketline
whānau āwhina



PlunketLine turns 30

Our much loved free-to-call telehealth service turned 30 years old in March and we celebrated with stakeholder events, morning tea and cake. In that time, there have been an impressive 2.5 million calls to PlunketLine – around 300 calls from concerned parents and caregivers every day.

PlunketLine nurses are available 24/7 to talk to anyone who has questions or concerns about caring for pēpi and tamariki under-five. They offer advice and support on anything related to caring for under-fives such as sleep, breastfeeding, toileting, nutrition, child behaviour and development concerns and caregiver mental health support too, often saving whānau a visit to their GP or hospital.

Whānau can also access free online specialist video support for breastfeeding and sleep, as well as use a translator service to talk to nurses in other languages. More information on our PlunketLine service performance can be found on page 43.

Plunket and Whakarongorau Aotearoa

Since 2015, PlunketLine has been subcontracted by Whakarongorau Aotearoa under the National Telehealth Service contract to provide assessment for parents and caregivers with sick and symptomatic pēpi and tamariki under the age of five years.

Plunket and Whakarongorau Aotearoa have a collaborative working relationship, and this agreement means whānau receive a more seamless customer experience when they call PlunketLine, as they can be supported with the appropriate plan of care whether the concern or enquiry be for Well Child, parenting or sick management support.

In the last three financial years, PlunketLine is exceeding annual base contracted delivery by 32%. It is evident post-COVID that there is increased utilisation of telehealth as a means of accessing health care. The ability to provide service to whānau 24/7 when they need it is rewarding, providing timely assessment and care planning.



Isla Jurgeleit -
Plunket
Ambassador

Meet Plunket ambassador Isla!

To tie in with our PlunketLine 30th birthday celebrations we were proud to introduce our very first Plunket ambassador - nine-year-old Isla Jurgeleit. Isla and her family are huge supporters of Plunket. They say if it had not been for the quick-thinking advice they received from a PlunketLine nurse, who told them to take Isla straight to hospital when she was just a couple of weeks old, Isla might not be here today.

Isla had bacterial meningitis and doctors said even another hour could have meant the difference between life and death. Isla offered to become an ambassador because she wants to help raise awareness of both Plunket and our PlunketLine service.

"Now that I'm older, I really understand what happened to me and how lucky I am to be alive. I want to be an ambassador for Plunket so I can raise awareness, and so that other kids and babies like me can get the same help I did."

Isla has made us so proud, representing Plunket live on Breakfast TV, attending a stakeholder event and raising money at her school with a cake stall – **thank you Isla!**

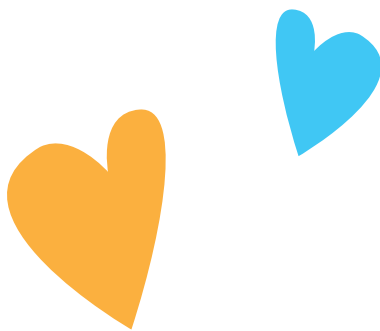
Increased breastfeeding support

We are delighted to be providing more support to breastfeeding whānau, with a 50 percent growth in the number of free breastfeeding support video consultations this year to 1,565.

Most of the callers who engaged with us were aged between 30-35 years of age and were seeking help with supply concerns, positioning and latch, or looking for general breastfeeding advice as first-time parents. 43.5 percent identified as New Zealand European, and 8.1 percent as Māori.

We are looking forward to growing this service and increasing our appointment availability. We currently have six lactation consultants working with PlunketLine, and an additional three are in training and expected to qualify next year.

We have also been successful in gaining two years of funding from Health New Zealand to support raising awareness of the services through increased local collaboration and promotion, with a focus on increasing accessibility to whānau Māori.



Ashley's breastfeeding journey

New māmā Ashley faced health concerns like mastitis while breastfeeding baby Rewiti, but the free support she received from a Whānau Āwhina Plunket lactation consultant made a world of difference.

“Physically, I was in pain and part of me just wanted to stop breastfeeding,” says Ashley. “I had to keep just giving it a go. It became hard, mentally, over time. I was worried about bubba, if he was even getting enough and I started getting all those negative thoughts in my head.”

Access to an expert lactation consultant was part of Plunket's wraparound system that supported Ashley with regular check-ins, advice, clinical support and practical help for her and her whānau. It enabled Ashley to push through the challenges and keep breastfeeding Rewiti.





Super Clinics success

We want to make our services as accessible as possible, and our Well Child and B4 School Super Clinics are proving to be the perfect one-stop shop for whānau. We've been delighted with the high engagement from whānau from sometimes harder to reach priority populations, as well as those re-engaging with our services post pandemic disruption.

Super Clinics are run by our community and clinical staff, along with volunteers, and offer a range of free services to keep our local communities healthy. Our nurses work together with hearing and vision and immunisation providers, as well as dental services. No appointments are needed, they are held in accessible, high need locations and are a convenient way for whānau to receive comprehensive care without the need to attend different appointments. Our weekend Super Clinics offer flexibility for working parents too.

Currently B4 School Super Clinics are held in the Counties Manukau, Auckland and Waitematā regions, and Well Child Super Clinics in Hamilton, Te Awamutu and Tauranga. We are keen to hold more Super Clinics and are exploring the possibility of expanding into new areas.

Hamilton Super Saturday

The success of the Super Clinic format was evident at our Richmond Road event in November. Five drop-in clinic spaces and a number of stalls were utilised to support over 200 under-fives and their whānau. We completed a total of 97 Well Child Checks (Cores 1-7), 35 immunisations and 68 dental assessments and treatment.

"I am beyond proud of our Plunket team and the incredible day they delivered. We were blown away by the turnout and thrilled to be able to support so many families," says Clinical Services Manager, Carena Nagle.

Improving access to immunisation

We are concerned at the growing numbers of unimmunised tamariki and know we have a part to play in improving immunisation rates. The National Immunisation Taskforce report recommended increasing the vaccinator workforce and supporting Well Child Tamariki Ora providers to provide immunisation services.

This financial year we commenced initial scoping and planning work in collaboration with Health New Zealand to make this happen. As a result, we have received funding from them to establish a small number of immunisation services over the next two years and gather data and insights to inform future immunisation service delivery.

We will collaborate with Health New Zealand, tangata whenua and local communities to support timely immunisation of whānau and design a service delivery model that work best for local communities. This will include partnering with existing services and establishing our own services to increase access and improve health outcomes for whānau, as well as address pressures on the health system.

"Plunket, for example, we need them to be vaccinators. Everyone from a health perspective who appropriately touches a patient on their journey, who might be able to offer a vaccine, please, let's figure out how to credential them and have them doing that."

PRIME MINISTER CHRISTOPHER LUXON,
FRIDAY MARCH 8

Listening to whānau feedback

Our Whānau Voice online survey has been in place since 1 October 2023, following an earlier pilot. More than 30,000 whānau were asked to provide feedback of their experience soon after their in-home or clinic appointment or after attending a drop-in clinic, and 22 percent completed the survey. Of those responding, 21 percent identified as Māori, 20 percent as Pacific Peoples, 25 percent as Asian and 21 percent as European descent.

Results showed overall we are meeting the needs of whānau - 90 percent ranked us 7+ out of 10 for meeting their needs. Most feel respected (98 percent), were able to ask questions (97 percent), felt listened to (97 percent) and felt comfortable (96 percent).

Importantly, the responses are providing valuable insights for the way we deliver our services and what we need to improve on. Giving whānau the opportunity to share their cultural views (88 percent), ask important questions (89 percent) and explore solutions or services together (92 percent) are three key areas we want to improve.

PlunketLine is also learning from the insights of the clients who use the 24/7 service, with 91 percent of whānau saying the telehealth service is overall meeting needs.

96 percent feel listened to and safe, 95 percent felt heard and understood, with 94 percent of whānau ranking their expectations of the service were met, and 94 percent following the advice at the time of the call. Overall, the response rate is 17 percent.

We are continuing to further evolve how we gather valuable feedback from whānau about our services, with a particular focus next year being on finding ways to amplify voices from our priority population groups.

Promoting safe sleep to prevent SUDI

Sharing safe sleep practices for pēpi is a vital part of what we do to support and empower whānau to take action to reduce the impact of Sudden Unexpected Death in Infancy (SUDI).

SUDI is the number one cause of preventable death in infants in Aotearoa, with 40 -60 babies dying in their sleep every year.

We support kaimahi with the skills and confidence to promote safe sleep through our recently updated online training resource on our Te Māra learning platform. We have received excellent feedback from kaimahi who say they are able to weave SUDI discussions throughout their visits in a more seamless and relatable way.

We provide SUDI prevention information at the Core 1 contact, and through additional support services. Further information on our performance in relation to providing SUDI prevention information can be found in our Service Performance Report on page 41.

Mahi Ngātahi Aotearoa – our new model of practice

Mahi Ngātahi is a framework based on research by our Chief Nurse Dr Zoë Tipa looking at what whānau Māori want from Well Child Tamariki Ora services. Mahi Ngātahi Aotearoa represents further development of the framework for Whānau Āwhina Plunket in providing services for all.

Mahi Ngātahi Aotearoa outlines the vision of providing culturally responsive care integrated with relational practice communication techniques to strengthen the way we support whānau.

Over the next two years, Mahi Ngātahi Aotearoa will be embedded as Plunket's model of practice. Already some teams have started designing and testing tools and processes to operationalise the model, with national roll-out to follow.

An example is kaimahi have been undergoing Facilitating Attuned Interactions (FAN) training since the beginning of the year to support this work.

A practical tool for building relationships, FAN promotes engagement and collaboration. It helps kaimahi to read cues from whānau so they can provide empathetic and appropriate responses when engaging with them.



CHIEF NURSE DR ZOË TIPA



Nursing in the cost-of-living crisis

This year our Plunket nurses delivered more than 400,000 clinical contacts with pēpi, tamariki and whānau across the motu. They see firsthand the impact of the cost-of-living crisis on whānau. In many cases our nurses are having to step into the social support space, over and above what our clinical core role is.

“I’ve really noticed an increase in food insecurity as well as the impact of poverty,” says Hastings Nurse Vicky van der Meulen. “We often need to help whānau navigate social services to meet their needs in the form of food, heating and clothing.”

“I’ve been a Plunket nurse for seven years and this is the worst it’s been in terms of whānau needing support to feed and clothe tamariki. Sometimes I feel like I am a social worker as well as a nurse,” says Napier Nurse Rebecca Wedgwood. “I’m also noticing that māmā are returning to work a lot earlier because they can’t afford not to.”

Nurse Cate Page works in predominantly high needs areas in Flaxmere and Camberley in Hastings and she says life is especially tough for high needs whānau at the moment.

All three report the importance of the close community connections they have with support services in these tough times.

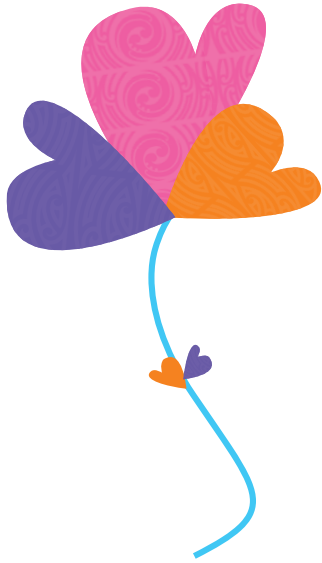
“

“It’s tough but rewarding to know you are really making a difference to the lives of tamariki, whether it’s in the clinical sense, or being able to support them to navigate other services.”

Plunket Nurse
Cate Page

”





On the move

It's been a busy year in the property space. We have completed a property sales workplan, opened our new Rotorua community hub (read more on page 32), supported moves into new premises and completed a significant number of renovations across the country, as well as managing 440 sites across the motu.

We want to make sure we are operating in spaces that are convenient and accessible for whānau.

This year, two of our Plunket clinics shifted into popular Westfield shopping centres in the Auckland region, making a clinic visit an easy stop off with great parking. In Hastings, we moved to a more visible location next to local primary care facilities.

Further south, existing buildings in Balclutha and Woolston have been upgraded to include additional clinic space, increasing our capacity to offer appointments at a day and time that suits our clients.

Plunket staff and Trustees, including our Board Chairperson Dame Fran Wilde, gathered alongside Generation Homes and dignitaries from local iwi Ngāti Whakaue for a dawn karakia to open the new Rotorua hub named **Ria Mere – Mauri Tū Mauri Hono** at **1436 Pukuatua Street**.



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

We want to make sure our kaimahi are equipped with the right skills, training, tools and support so we are best able to meet the needs of whānau who choose us.

At Whānau Āwhina Plunket, we have a mindset of continuous learning. In the last year, external learning opportunities saw 192 kaimahi cover more than 7,000 hours on key topics such as Child Protection, Clinical, Cultural, Health & Safety, Leadership, Mental Health, Parenting, Pro-equity, Accounting and Well Child Tamariki Ora.

Our in-house online learning platform, Te Māra, provides kaimahi with access to 146 courses with 100 of them providing specialised clinical learning. In 2023-24, 730 kaimahi completed 7,035 online courses.

Building leadership capability

We are constantly innovating and improving our services for whānau, and our leaders play a critical role in leading teams to identify and implement better ways of working.

Leadership capability also has a significant impact on the experience of kaimahi within our organisation and is a key focus area for us to ensure we retain an engaged and dynamic workforce that can sustainably deliver services to whānau.

Over the past year we delivered four initiatives to empower our leaders to lead change effectively:

- We launched our Leadership Framework which clarifies the expectations for Leading Self, Leading Others, Leading Teams and Leading the Organisation, including behaviours for effectively leading change
- 70+ leaders came together to identify organisational process and culture improvements that lead to successful change implementation
- Change leadership workshops were delivered to 75 Service Delivery leaders equipping them with tools and techniques to lead out change more effectively across their teams
- Leaders participated in the Leading Self & Others development programme. The 2-day workshop and subsequent peer learning groups help leaders improve coaching and feedback conversations.



Cultural safety for kaimahi Māori and whānau

We are committed to ensuring our kaimahi Māori talent is valued and developed to provide culturally inclusive services. This enables better service delivery to the communities we serve and to all whānau Māori who choose us. Our mahi to support this includes:

- Annual national Hui ā Tau where kaimahi Māori get together online and in-person to enhance cultural competency and foster an environment of continuous learning and innovation
- Quarterly Hui Whakarauora regional support and pastoral care for kaimahi Māori
- A new Kōmiti Kawa Whakaruruhau - Cultural Safety Committee – to ensure Whānau Āwhina Plunket upholds cultural safety for kaimahi Māori and whānau Māori accessing our services
- Kaiāwhina mentorship programme providing the skills and support for kaiāwhina to run wānanga for Māori whānau
- Ngākau Aroha Tūpuna parenting practices for kaiāwhina upskilling
- Recruitment processes to attract and select kaimahi Māori
- Be a Better Treaty Partner training is mandatory for all new kaimahi (optional for kaimahi Māori) and pastoral care for kaimahi Māori.
- Weekly virtual Te Mahere Reo hui enabling all kaimahi to embrace and develop their te reo capabilities. It aims to create a culture in which te reo Māori and tikanga are valued, and our services reflect the language and tikanga needs of whānau Māori to support equitable outcomes.

Building competence

Community Services Coordinator Bryony Illsley says thanks to attending weekly Te Mahere Reo sessions she now has the confidence to incorporate te reo and tikanga in her daily interactions with whānau.

“I have been able to build my competence not only with the language, but in the beautiful culture, values and beliefs of our Māori whānau which I believe is so important in creating a culturally inclusive and safe space.”



BRYONY ILLSLEY,
COMMUNITY SERVICES COORDINATOR

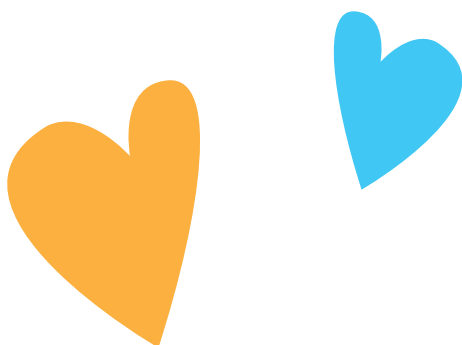


Kōrero Mai

We are continuing to invest in building organisational culture through our annual staff survey. This year, the Kōrero Mai survey focused on kaimahi wellbeing and engagement, change leadership and pro-equity efforts; including those for priority populations. We also wanted to assess the impact of our agreed actions from the previous year.

76% of kaimahi participated in the survey with kaimahi perception of how Plunket cares for them increasing by 5% this year, indicating improvement in our health, safety and wellbeing practices.

Kaimahi perceptions of how change is led and managed remains an area of focus. This is particularly critical as we progress our work in meeting the aspirations of Health New Zealand's Kahu Taurima programme, the maternity and early years initiative. Our Executive Leadership Team has committed to further improvements in our change planning and implementation processes.



Keeping our kaimahi safe

Every day our nurses, kaiāwhina and community Karitāne health workers visit hundreds of homes, usually on their own. They witness family violence situations and offer support to whānau as part of their roles.

At Whānau Āwhina Plunket, we recognise the significant impact work-related violence can have on the mental and physical health of our kaimahi. As part of our ongoing commitment to valuing and investing in our people, we are actively working on strategies to address and mitigate these risks.

We've spent time analysing and understanding our approach to the challenging situations our kaimahi can be exposed to in their work. This involved better reporting and identifying areas for improvement. Our insights have been invaluable in shaping our strategies, including the Occupational Violence and Aggression (OVA) initiative, where kaimahi are trained and equipped with the skills to deescalate potentially violent situations and provide immediate support when incidents occur. We are also putting trauma-informed incident investigations in place to ensure that our response is sensitive and supportive.

The impact of these efforts is already beginning to be felt. By prioritising the safety of our kaimahi, we are empowering them to perform their duties with confidence and peace of mind. This not only enhances their well-being but also improves the quality of care provided to the whānau and communities we serve.

Strategic Pillar three: Partnering with communities

Whānau Āwhina Plunket works in partnership with other health, social, community, iwi and kaupapa Māori organisations who share our passion for supporting tamariki and whānau in the early years, so we can make the greatest contribution to intergenerational wellbeing.

Connecting our communities

Our Community Services kaimahi are essential in helping us meet the diverse needs of whānau. They work closely with clinical kaimahi to ensure Whānau Āwhina Plunket is able to provide a truly wraparound support service.

Our team of 53 Community Support Coordinators and 649 volunteers facilitate approximately 366 community groups and activities across Aotearoa New Zealand. They play a vital role in enabling community connectedness that supports positive mental health, for example in-home services, Plunket in Neighbourhood (PIN) groups, walking and swimming groups.

Our Community Services kaimahi and volunteers support the wellbeing of parents and caregivers, as well as playing an important role in delivering the services that meet the needs of whānau including injury prevention, support groups, education sessions, shop/swap events and special interest groups.

Volunteer-led home visiting program

This year, we've expanded our popular volunteer-led home visiting programme on Auckland's North Shore to include Central Auckland and hope it could be expanded to other parts of the country too.

Designed to meet the needs of whānau in a challenging and ever-changing environment, the programme enables passionate volunteers to provide practical support to families with young children who are struggling. This may include light housework, emotional support, advice and suggestions for community connection.

Feedback has been highly positive since the programme began in 2017, with families sharing that the support they received had a big impact on their lives.

Diana Castaneira is one of our volunteer superstars supporting new parents in Auckland to thrive. Having worked with over 30 families since 2020, a desire to see parents and caregivers enjoy the early days with their tamariki is what drives her to give back to the community.

"Whānau need someone who really sees them. Someone who will listen and help without questioning or judging. The arrival of a pēpi should be a time of happiness and I want to give whānau the tools and confidence to make those first months a positive experience," she says.

Maia Wai making a splash

Community collaboration has been seen in action at a pilot programme called Maia Wai in Ahuriri Napier, which is enabling whānau to enjoy the wai with their tamariki in a safe, inclusive and fun environment.

Water Safety New Zealand reported a spike in preventable drowning deaths in children under five in 2023, with eight fatalities. To help address this, Plunket and Napier City Council have collaborated to support 20 adults in teaching their 20 tamariki water confidence and safety.

Napier Kaiāwhina Chivon Pohe has ensured whānau Māori have been well-represented at Maia Wai, making up 50 percent of the classes.

"To me, this pastoral care is at the centre of the wairua of the whānau. We are able to create trusted relationships which enable us to keep an eye firmly on a clinical focus and can often support whānau to see their Plunket nurse and make up missed appointments or immunisations."

Community Services Coordinator Amy Orr is keen to see this programme extended nationally.

"We are providing a collaborative and connected service where whānau are the winners. Parents and caregivers are able to foster a culture of swim safety in their whānau and can then keep themselves and others safe in all aquatic environments."



Working with hauora Māori and Pacific providers

We are proud to collaborate closely with a number of hauora Māori and Pacific providers across Aotearoa to support whānau. From referral pathways to collaborations such as our super clinics, community days and immunisations, partnering is key to ensuring whānau receive the services they want and need.

An example of this is in Invercargill, where we partner with Awarua Whānau Services who deliver a kaupapa Māori service that provides for whānau wellbeing.

Awarua Whānau Services have recently developed a maternal mental health programme to support whānau with low-to-medium level needs in this area. This is a positive development for us, as it provides another referral option for our clients who may need additional help with their mental health. So far, the programme is proving very popular and has been well-received by whānau.

Empowering and supporting whānau is at the heart of our relationship with Awarua Whānau Services. We are looking forward to continuing to strengthen our relationship as we work in partnership to enhance the overall health and wellbeing of pēpi, tamariki and whānau.

Supporting diverse communities

In response to client and stakeholder feedback, we've introduced new ways to increase the support we provide to whānau from diverse communities and ethnicities.

A good example of this is in the Waikato region, where we are now running antenatal courses for Indian whānau and have supported around 80 māmā over the year. Feedback has been overwhelmingly positive with attendees sharing that the courses have made a big difference to their pregnancy journeys in a different country.

We have a multilingual Indian Plunket nurse who attends these courses and provides support alongside childbirth educators. Offering important information around cultural differences and how to navigate these while living in Aotearoa New Zealand, she also visits the Settlement Centre in Waikato bi-monthly to support migrant families from India.

To further support the Indian community, we continue to run regular Super Clinics on Saturdays. These bring together multiple community health and social services for wraparound support and receive high engagement from the Indian community.

Collaborating on social media

We've run 23 Facebook Live chats and partnered with different organisations to address priority topics such as safe sleep, immunisation and winter safety.

Collaborating with other organisations increases the quality of the advice we're able to offer as we draw upon their specialisations, connections and experiences. By aligning our chat topics with community events and expert availability, we can tailor content to address specific community needs and cultural contexts.

Fostering a supportive and welcoming online community where whānau can share experiences, seek advice and access resources is one of the biggest benefits to our Live chats. Offering the best possible content means we empower parents with the tools, knowledge and confidence to raise their tamariki.

This year we've worked with:

- Hāpai te Hauora
- Fire and Emergency New Zealand
- Natural Hazards Commission Toka tū ake
- Birth Trauma Aotearoa
- Starship Child Health
- Immunisation Advisory Centre

Working in partnership

We are proud to have signed a Memorandum of Understanding (MoU) with Te Puna Ora O Mataatua this year so we can increase our impact and reach more whānau.

Our MoU recognises our commitment to work together for the benefit of the local community in the Eastern Bay of Plenty, to ensure whānau receive the support they need, in the ways they need it. We also signed an MoU with Te Whare Wānanga o Awanuiārangi for Māori student nurse placements working in the Bay of Plenty region.

By collaborating with other healthcare providers, community groups or government agencies, we can share resources and responsibility to improve our service quality and deliver better outcomes for clients.



Plunket CE Fiona Kingsford with Te Puna Ora o Mataatua CE Chris Tooley

Te Rūnanga o Ngāi Tahu scholarship partnership

Every year we proudly partner with Te Rūnanga o Ngāi Tahu for our annual Mere Harper and Ria Tikini Memorial Scholarship.

We know Māori face inequalities in the healthcare and education sectors. Working with Ngāi Tahu, we can support Māori educational aspirations and improve health outcomes by supporting the training of culturally competent nurses who can effectively serve their own communities.

Providing financial support of \$3,000 in their final year of study to a full-time nursing student of Ngāi Tahu descent, the scholarship commemorates Mere Harper and Ria Tikini – two highly respected Māori midwives and healers from Karitāne who were instrumental in starting Plunket.

It is our small but tangible way to honour our commitment to Te Tiriti and play our part in breaking down barriers for Māori who aspire to enter the health workforce.

And the winner is...

In 2023, Toi Ohomai nursing student **Krystle George** was awarded the Mere Harper and Ria Tikini Memorial Scholarship. Krystal says it has strengthened her cultural journey and is a huge financial help as a single mother of two – particularly during these tough economic times.

She is now hoping to become a practice nurse within a Hauora GP clinic when she graduates.

“With Māori nurses under-represented in our communities, I would like to encourage more Māori to pursue a career in nursing.”

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Partnering with Oranga Tamariki

Our partnership with Oranga Tamariki delivering Family Start, an early home visiting programme focused on children and tamariki, continues to provide positive outcomes for whānau, with the service achieving 15 percent higher than the national average for contracted volumes this year.

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

We have three-year Family Start contracts in Palmerston North and Tauranga, with other agencies offering the programme in other areas of the country.

One whānau shared that they were grateful to receive help when things felt overwhelming.

"I honestly can't thank Plunket enough for the support over the last year. It has always felt so genuine – you're honest and real and that's really refreshing. I never would have put my son into daycare if it weren't for you arranging everything for me. It's been the best thing for him in so many ways, and for me too."



Strategic Pillar four: Innovating to deliver equitably

Our culture of continuous improvement means we are always reviewing and improving the way we provide services for whānau to improve health outcomes. We have a specific focus on ensuring any introduced changes are nationally consistent, sustainable, and durable for our kaimahi. In doing so, we are laying the foundations for future mahi to expand on and enable further benefits.

Virtual pool trial

From February to June this year, a small team of our nurses trialled a mode of telehealth service delivery called a 'Virtual Pool'. Feedback from whānau has been positive and we are now looking to transition the concept from trial status to business as usual.

Utilising 50 virtual appointment slots available Monday to Saturday, we booked whānau an online video call which provided flexible appointment options at a time that suited them best, with the aim of reducing the volume of appointment cancellations.

At the end of the trial, 477 core contacts were delivered virtually, with 188 in the Southern region, 147 in the Northern region and 142 in the Central region. We saw a significant reduction in video call appointment cancellations by both Plunket and clients, from 31.5 percent in-person to 8 percent virtual.

Comparing in-person service delivery over the same period, more contacts were delivered to Māori: 13 percent virtually versus 10 percent in person. Delivery to Pacific people remained consistent. There was also a 67 percent delivery to high-need whānau which indicates that virtual service delivery supports our equity goals.

Digital improvements and innovations

Everything we do is aimed at providing a better service for the whānau we serve. We are always improving our digital technology, striving to make it as easy as possible for whānau to reach us and for our kaimahi to carry out their mahi.

Streamlined appointments rollout: Optimising the time and skills of our frontline kaimahi and providing a convenient option for the whānau we support is at the heart of a new streamlined appointments booking process.

Our administrators calling newly enrolled clients to welcome them to our service are now providing the option to book their first three consecutive appointments during the call, rather than just the first. These appointments are scheduled to occur when pēpi is four-six weeks, eight-ten weeks and three-four months old.

Administrators are also handling rescheduling requests for all seven core appointments that occur in the preschool years. This approach to shift these administrative tasks from nurses follows a successful pilot of the initiative in Auckland last year.

We are now looking at digital solutions to better support administrators in their mahi, including automating some repetitive tasks. This is expected to be ready in the next financial year.

Improvement Hub: Our trial of an Improvement Hub is proving popular, with kaimahi using the opportunity to suggest ideas expected to have positive impact on our mahi.

Despite starting small, the Improvement Hub has become a real asset to our organisation. With nearly 300 ideas submitted in the last financial year, we can gain a clear picture on what will provide the best value for our kaimahi and the whānau we serve.

Some of the ideas implemented have gone on to influence our strategic planning cycle, allowing us to create long-term plans that are rooted in the needs of kaimahi.

One idea brought to life this year is our new PlunketLine and 0800 admin sticker.



Appointments & Enquiries?
Call 0800 184 803 weekdays
8.30am - 4.30pm

24/7 Nurse Support?
Call PlunketLine 0800 933 922

Kei konei mātou
we are here

whānau āwhina
plunket

Plunket kaimahi can simply apply the sticker to the front cover of their client's Well Child book, simplifying communication and making it easier for whānau to get in touch with us for appointment bookings or changes.

We have also rolled out environmentally friendly New Baby Bags. At every Core 1 check, whānau across the motu are gifted a gorgeous tote bag designed by us. They're now made from sustainable cotton canvas and contain some goodies from our partners.

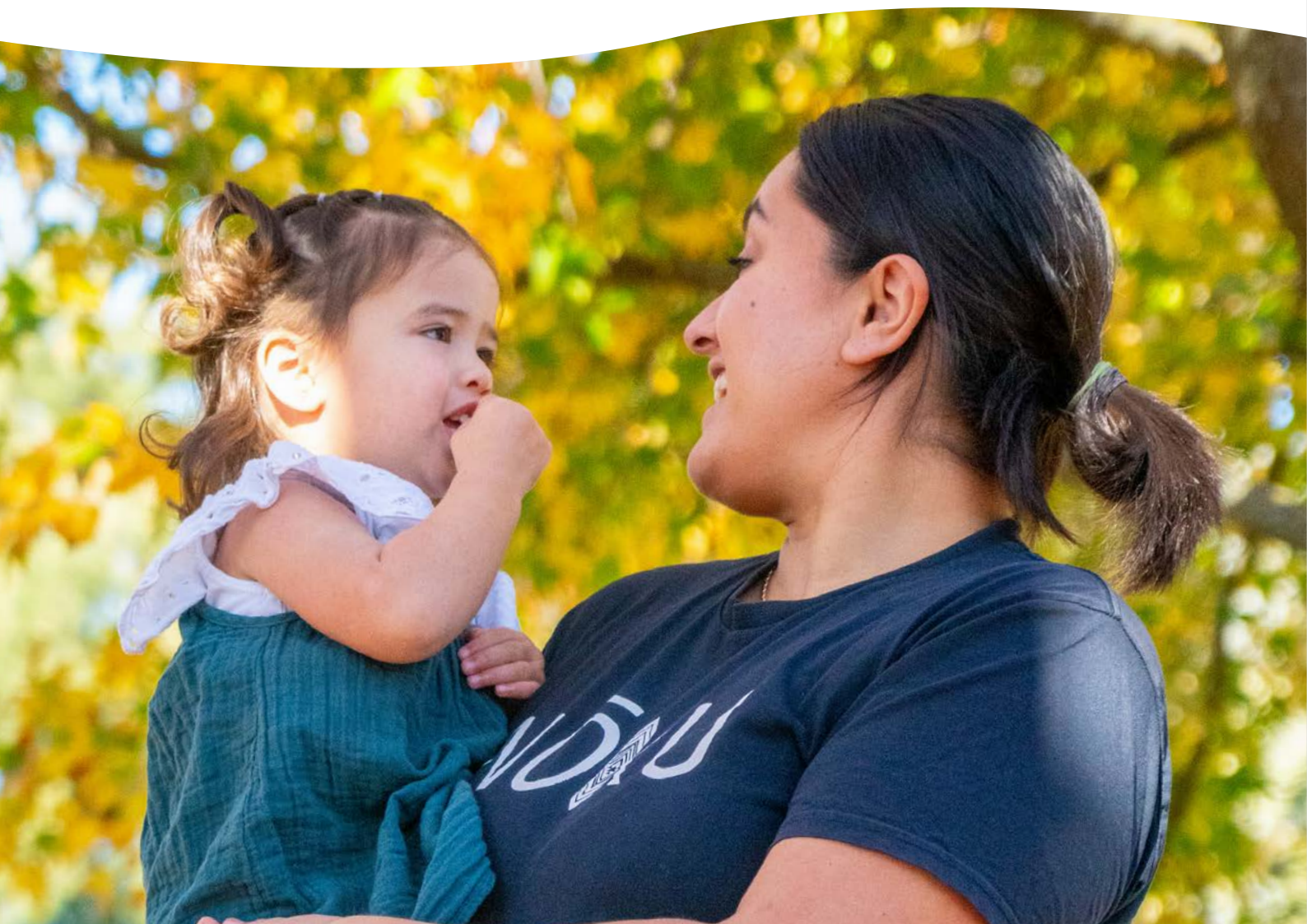
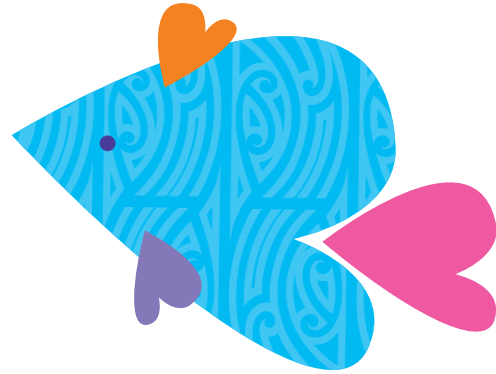


Strengthening our digital, data and technology foundations

The pace of change in both the health sector and the wider technology landscape is not slowing down. Responding to those changes is multi-layered and complex, sometimes requiring innovative new services or tools to be developed, or current ones to be improved. Underpinning this is the need for solid technological foundations.

This year we developed our digital, data and technology strategy which focuses on strengthening and building on those foundations, paving the way over the next three years to provide digital tools, processes, data and insights that enable our kaimahi to do their job easily and efficiently.

A particular focus in the data space this year has been on reviewing and strengthening our data governance structures and practices to keep the organisation safe. As we fully adopt our data governance framework, this will strengthen our role as kaitiaki of data and how we as an organisation treat it as taonga, unlocking future opportunities to share relevant data safely with our partners and leverage new technologies such as AI.



Improving access to whānau support

We are constantly looking at new approaches and improvements to ensure whānau can access our services in ways that meet their needs and work best for them.

Improving maternal mental health screening: Screening for maternal mental health is a critical aspect of our Well Child service. As one of our key service delivery performance metrics, this is an area where we are determined to make improvements and close the equity gap. In November, a quality improvement project was initiated for the two areas which had the highest population of Māori and Pasifika clients and the lowest screening rates.

The project team identified the barriers to assessing mental health, by conducting a survey and then holding wānanga to gain insights and develop strategies to trial. Through regular engagement with the clinical leaders, data was reviewed, and ongoing support was provided. An education package for kaimahi was developed and a team appointed champion ran these education sessions. The team developed a resource pamphlet for whānau outlining local referral options including self-care and ongoing support.

The project demonstrated positive outcomes including an increase in maternal mental health assessment and awareness and improved confidence and skill in assessment. The learnings from this project are being shared across the organisation. More information on our performance against our service delivery measures can be found in the Service Performance Report on page 38.

Supporting young parents: We know that young parents need extra support, and our Education in Schools team is seeing positive results after their youth parenting course adopted an online mode of delivery, offering increased access and flexibility for participants.

Spanning two days, the course teaches important messaging around child health and wellbeing and is aimed at parents between the ages of 16-19 who are receiving a benefit.

Previously only run in-person in Auckland, the addition of an online delivery option removes transportation barriers and means we can reach whānau in rural or isolated areas. Plus, it provides an opportunity for regions that don't have enough youth parents to run a physical course.

Technology enables us to get to these vulnerable parents quickly and ensure they receive the support they need. It's a great way for us to talk about PlunketLine and the different services Whānau Āwhina Plunket can offer them too.

This year, we ran 10 online parenting courses with a total of 150 participants and expanded our partner network to 16 youth service providers.

Sleep video call service a win for whānau:

Sleep and settling pēpi remains a key concern for many whānau. At the end of last financial year, we introduced sleep consultation services through PlunketLine, providing free, private face-to-face support through video calls with a nurse.

This year, Plunket nurses provided 918 online sleep consultations, with a team of 12 nurses delivering the sessions.

PlunketLine nurse Susie Ballantyne says parents appreciate the chance to share their situation and get reassurance.

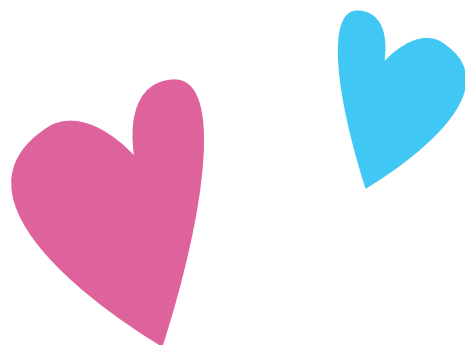
“A lot of mums want a quick-fix remedy – they want to be told what to do so baby will sleep. But there's a lot of finding out what's been going on, what they've tried, a lot of sharing and then positively affirming what they're doing.”

“I try not to rescue people; I try to give them as much info and resources as they can work with to get them down the track.”

The convenience and wrap-around care aspect of the service is also a benefit, she says.

“We're doing it at a time that suits them – working in partnership with people. If they have Plunket as their Well Child provider, I can go into their records and check their progress before online contact. Having two systems that connect and work together is really helpful.”

“And then they know we are here 24/7 – you can call us and talk about sleep at 2 in the morning.”





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

We know that sharing our knowledge supports a healthier future for all whānau. As a long-established organisation with a national reach, we pride ourselves on strong integration with other health and social service providers as well as regional and national commissioning teams.

Our leadership team and kaimahi are on expert committees and advisory panels, lending our voice and our independent, expert advice to influence the health sector and advocate for our youngest tamariki. These forums allow us to bring our knowledge, experience, views on health problems and solutions to the health system. We take part in group problem solving and present our points of view. And best of all, we learn from those around us.

Health New Zealand's prototype – Testing for the 'Services for all Whānau' service model

We are delighted to have been chosen as one of six providers nationwide for testing proposed changes to the Child Growth and Development Clinical Service Schedule. This gives us an excellent opportunity to contribute to the future of Well Child Tamariki Ora services and efforts to improve access and achieve equitable health outcomes for Māori and all whānau.

Our Whakatāne team will be testing the prototype on behalf of Whānau Āwhina Plunket, with a focus on accessibility and the experience of diverse groups (including Māori, rural and urban communities, Pacific, Asian, refugee and migrant families, individuals with disabilities, children in state care, younger parents, and LGBTQ+ families).

Mahi will start in September 2024 and continue until 30 June 2025. Insights from the prototype will be used by Health New Zealand to design a nationwide child growth and development service for system level roll-out over the next few years.

Pay parity for nurses and healthcare workers

Ahead of the September 2023 election, Plunket led a joint campaign with the chief executives of some of Aotearoa New Zealand's prominent primary, community and telehealth care organisations. They called on political parties to commit to pay parity with Health New Zealand nurses and healthcare workers for the equivalent primary care workforce.

A stark pay gap estimated at between 15 – 35 percent has led to recruitment and retention issues across all the organisations; impacting their ability to provide essential healthcare to New Zealanders. This has resulted in some services closing or reducing their hours of operation. At the time, we had 35 nurse vacancies, potentially impacting 140 Well Child Tamariki Ora core contacts to pēpi and tamariki every day.

Post election, the impacts have been ongoing and we continue to work together with the collective advocating for pay parity for nurses and healthcare workers.

Nursing shortages

Plunket nurse Aileen Clark has been supporting whānau in Mangere for more than eight years and has never seen the staffing shortage this bad.

"With limited staff, we have to prioritise seeing babies and our most vulnerable whānau first. That means sometimes, we can't get to whānau with older tamariki on time and sometimes they miss out," says Aileen Clark.



Advocating for whānau

Engaging with decision makers to raise the profile of key issues impacting our organisation and the whānau we serve is an important part of our advocacy work. This year we have strengthened relationships with elected officials and key stakeholders across government.

We invited officials to our main events, such as PlunketLine's 30th Birthday celebration, and met with them at their Parliament offices or our clinics. A highlight was hosting Associate Minister of Health Casey Costello at our new Manukau Hub, where she was able to meet our kaimahi and sit in on a visit with one of our whānau.



Associate Minister of Health Casey Costello at our Manukau hub. She got to see a Well Child appointment and hear about the work our B4 School Check and community services teams do, as well as watching our PlunketLine nurses taking calls.



During our PlunketLine birthday celebration in April, Minister for Children Karen Chhour came along to share in the festivities and hear from our new ambassador, nine-year-old Isla Jurgeleit.



We met with the MP for the North Shore Simon Watts and MP for the East Coast Bays Erica Stanford. There was particular interest in the maternal mental health space and our proposal to administer immunisations.

Representation on national committees

Our leadership team and kaimahi are on expert committees and advisory panels, lending our voice and our independent, expert advice to influence the health sector and advocate for our youngest tamariki.

Whānau Āwhina Plunket is represented on:

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



Thank you to our partners, funders and donors



With an increased focus on donor connection, Whānau Āwhina Plunket was fortunate to receive incredible support from organisations, Trusts and Foundations, and individuals this year, making a real difference to Plunket's impact at the frontline.

The outcome is very tangible; our generous donors help keep our services going so little lives can thrive. We can't thank our supporter community enough.

Partners

The wellbeing of tamariki and whānau is at the heart of everything we do at Plunket, and our partners share that care and focus. We are proud to partner with the organisations on page 33 to help future generations thrive.

Key highlights in the partnership space:

- BestStart is Whānau Āwhina Plunket's Star Partner, supporting our community services and running the BestStart Plunket Annual Appeal. This year, BestStart centres raised more than \$68,000 during their appeal – the best result yet! BestStart Tawa South took the winner's trophy, by putting their best creative artworks up for sale and selling tasty family meals to raise the most funds for Plunket of all the centres. This appeal has been running for nine years and has accrued more than \$392,000 so far, making a significant impact to Plunket's ongoing work in our communities.
- At our inaugural partners' forum on 5 December, Huggies and Wattie's presented a case study about their "Caring Together" campaign - each brand celebrating an amazing 30 years of Plunket partnership. This combined campaign, with its on-point corporate social responsibility focus, saw double-digit sales uplifts for both brands. We are grateful for their ongoing support to ensuring we get it right in the early years.



- Cello's December golf tournament in Queenstown put their total raised since inception of the tournament to \$125,000. Being able to give back to support Plunket's services is a huge motivation for Cello and is a premium pro-am tournament on the national golf calendar.

- The generous support we continue to receive from The Warehouse helps ensure our services remain available for tamariki and their whānau. Fundraising initiatives include 'Plunket Recommended' car seats, reusable bags and support via MarketClub.
- Arnott's contributed \$12,500 to Dunk it for Plunket, also providing all the yummy treats in the host kits for eager morning and afternoon tea fundraisers. We thank them for committing to be the naming partner again for next year's Dunk it for Plunket, helping us grow it into an iconic national appeal for all of Aotearoa.

Philanthropy

The positive impact of generous donors has been incredible this year. These donors help us maintain and improve our services for whānau and tamariki across Aotearoa. A range of gifts were made to specific projects, so we can continue to reach whānau where and how they need us most.

Property projects

13 donors generously gave over \$360,000 to property projects across the motu. This included the Rotorua Plunket Hub new build, new clinical assessment tables, a pergola in Te Puke, renovations in South Auckland and the North Shore, as well as heat pumps in Wānaka. Whānau Āwhina Plunket provides services at 440 sites across the country and is responsible for the upkeep of 148 buildings. Our properties continuously need repairs, maintenance and minor renovations and as we do not receive any government funding for this, the generosity of these donors is vital so that whānau and communities have warm and inviting buildings to visit with their tamariki.

Community Services

Our community services staff are essential in helping us address the diverse needs of whānau across the country. Our team of 83 Community Support Coordinators and 649 volunteers facilitate approximately 366 community groups and activities across Aotearoa New Zealand.

We are grateful for some generous donations for specific programmes including: our playgroups in South Auckland, Wakatipu and Central Southland, our Volunteer Home Visiting programme on the North Shore, as well as our playgroups and coffee groups in Wellington. These community services empower and support whānau in their parenting journey and can continue to do so thanks to these pivotal donations.

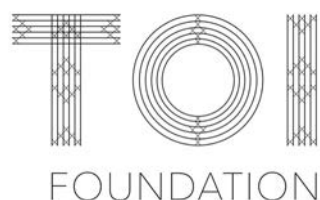
Other generous donations have helped us provide educational gifts to tamariki getting their B4 School Checks in Glen Innes, Auckland and in Wellington.



Grants

We are extremely grateful this year for the ongoing support of many generous grant funders. Their contributions ensure that our vital community services continue to be delivered, supporting whānau in a myriad of ways in those early years with their tamariki. Without these funders, we would not be able to make the difference of a lifetime for families in communities nationwide.

A special thanks to these key funders, who provided significant grants for our community services (a full list of all grant funders is available on page 34):



Rotorua New Hub Build

In February we officially opened the new Rotorua community hub named Ria Mere – Mauri Tū Mauri Hono after one of the wāhine toa at the heart of our whakapapa. After 10 years of work that included being delayed by the pandemic, the doors of 1436 Pukuatua Street opened after a warm dawn karakia and blessing.

For generations, Plunket nurses and the wider team have walked alongside Rotorua whānau raising their tamariki. This facility brings all our support services under one roof. There is also space for like-minded community providers who share our vision of supporting families in the crucial early years, so children in the region get the best possible start in life.

As a charity, there is simply no way we could have completed this beautiful hub in Rotorua without the donations we received from grant funders, philanthropists and local organisations. A special thanks must go to the following generous supporters: Generation Homes, Bay Trust, Rotorua Trust, New Zealand Lottery Grants Board, One Foundation, New Zealand Community Trust, Gallagher Insurance, Masfen Foundation, NXP, Plunket Foundation, Rotorua Rotary Club, Rotorua Racing Club, Rotorua Quota, Claymark, Placemakers Rotorua, and Panasonic NZ.

Our first drop-in clinic was on 1 February at the new facility, and the first precious pēpi through was Modesai James, with proud parents Dallas James and Terina Tahuri. Dallas was also a builder on the project – a lovely full-circle moment for the family!

Since the site's opening, Plunket nurses have completed almost 4,000 checks, with many being able to take place at the spacious new facility. On drop-in clinic days our hub is being used to its full capacity. We are also running community services here, including the Parents and Cubs group for caregivers and tamariki to interact, and a Parent Support Group for parents to connect over a coffee or tea. The Rotorua hub is a space that will allow local whānau to stay engaged and feel supported well beyond those early days with their babies.



The Plunket Foundation

The Plunket Foundation is an endowment fund which helps generate sustainable revenue for Whānau Āwhina Plunket. Some of the world's great charities, hospitals and universities have endowment funds which allow them to grow and thrive. Becoming less reliant on government funding cycles will help Plunket grow and maintain important services which make a difference to children and whānau. Since it was established in 2008, the Plunket Foundation has given nearly \$4 million to Whānau Āwhina Plunket, supporting families with young tamariki nationwide.

This year, we welcomed a new trustee to the board of the Plunket Foundation, Jayne Brophy. Since moving to New Zealand in 2012, she has been involved as a volunteer with Whānau Āwhina Plunket, most recently working with the Auckland Area Board during the transition in 2017 to the national entity - the Royal New Zealand Plunket Trust.

The Plunket Foundation encourages Gifts in Wills, which allows the endowment fund to grow and provide a greater return for Whānau Āwhina Plunket to apply where most needed every year.

We received over \$215,000 in bequests from 21 kind New Zealanders and are deeply grateful for our legacy donors, who help us to give every child in Aotearoa the best possible start in life.

A gift in your will to the Plunket Foundation is a thoughtful way to thank a charity that has helped you and your whānau to thrive. Your legacy will continue through your positive impact on future generations.



plunket foundation

Individual Giving

We are tremendously thankful to our individual donors. Through our appeals, campaigns and events, we received \$332,752 in one-off donations this year from existing and new supporters.

Our individual donors include regular givers. Monthly donations are incredibly important as they provide reliable, steady income to help us plan our national services. Monthly gifts support our Plunket nurses, kaiāwhina and community Karitāne health workers nurses with the resources they need to do their jobs well. It also gives us financial certainty to roll out new programmes where they are needed and to provide crucial training to our staff. The ability to plan well in advance to support whānau today, and for generations to come, is an amazing gift and we warmly welcome this year's new monthly donors to the regular giving programme.

Funding partners and supporters

STAR PARTNER



STRATEGIC PARTNER



SPECIAL THANK YOU TO



Partner Whānau

Arnott's
BestStart
Bayleys Foundation
Canon
Cello
Dettol
Earthquake Commission
Generation Homes
Huggies
JB-Hi-Fi
LifeDirect
Mocka
NXP
Paramount
Resene
Spark Health
Stones Fabric Industries
Suzuki
The Warehouse
Trade Me
Wattie's
Whitcoulls

Philanthropists

Adult Literacy Tamaki Auckland
Advance Marketing
David and Genevieve Becroft
Foundation
David Levene Foundation
David Niven
Dorothy L Newman Charitable
Trust
Gallagher Insurance NZ
Gawith Deans Family Trust
Greg Blanchard & Carol Weaver
Hinton ladies
Lizanne and Julian Knights
Masfen Foundation
Murray family
Oceanbridge Shipping
Walter and Rana Norwood
Charitable Trust
21 Gifts in Wills received



Grant Funders

Acorn Foundation
Air Rescue Community Trust
Akarana Community Trust
Albert D Hally Trust Fund
ANZ Staff Foundation
Aoraki Foundation
Aotearoa Gaming Trust
Ashburton District Council
Ashburton Licencing Trust
Auckland Airport Community Trust
Auckland Council - Albert-Eden Local Board
Auckland Council - Papakura Local Board
Auckland Council - Rodney Local Board
Auckland Foundation
BayTrust
Bidwill Trust Hospital Foundation
BlueSky Community Trust
Central Lakes Trust
Charities Aid Foundation America
Christchurch City Council
Churchill Private Hospital Trust
Clutha Foundation
Community Trust Mid & South Canterbury
Community Trust South
David Ellison Charitable Trust
Donald & Nellye Malcolm Trust
Dragon Community Trust
Dunedin Casino Charitable Trust
Dunedin City Council
Eastern & Central Community Trust
Elsie and Ray Armstrong Charitable Trust
EM Pharazyn Trust
Estate of Gordon Lindsey Isaacs
FH Muter Trust
Fiordland Community Board
First Light Foundation
Four Winds Foundation
Glenice & John Gallagher Foundation
Graham & Olive West Charitable Trust
Grassroots Trust
Grassroots Trust Central
Hargreaves Charitable Foundation
ILT Foundation
Invercargill City Council
Invercargill Licencing Trust
James Searle Say Foundation
Jolly Good Chaps Charitable Trust
JN & HB Williams Foundation
Johnsonville Charitable Trust
Kelliher Charitable Trust
Kerr Taylor Foundation
Kiwi Gaming
KPS Society Ltd
Lend a Hand Foundation
Leonard Monk Charitable Trust
Lister Presbyterian Health Trust
Lois McFarlane Charitable Trust
Mainland Foundation
Marlborough District Council
Meridian Energy - Power Up Community Fund
Milestone Foundation
Ministry of Education
Napier City Council
Network Waitaki Ltd
North & South Trust
New Zealand Community Trust (NZCT)
New Zealand Graduate Women
Oceana Gold
One Foundation
Oamaru Licensing Trust
Otago Motor Club Trust
Otago Community Trust
Oxford Sports Trust
Pelorus Trust
Pub Charity
Public Trust – JBS Dudding Trust
Public Trust – TG Macarthy Trust
Public Trust – TR Moore Trust
Rano Community Trust
Rātā Foundation
Redwood Trust
Roy Owen Dixey Charitable Trust
Sargood Trust
South Canterbury Trust (A & R Edgar)
Southland District Council
Te Hau Toka
Tauranga Energy Consumer Trust (TECT)
The Lion Foundation
The Trusts
The Trusts Community Foundation
Thomas Hobson Trust
Timaru District Council
Toi Foundation
Trust Aoraki
Trust House Foundation
Trust Waikato
Upper Clutha Art Community Fund
Waitaki District Council
We Care Community Trust
West Coast Community Trust
Whākatane District Council
William Downie Stewart Charitable Trust

In Memoriam



It is with heavy hearts that we acknowledge the passing of two of our passionate and dedicated supporters **Professor Richie Poulton** and **Chloe Wright** in 2023. We extend our deepest sympathies to their whānau and recognise their ongoing legacy at Whānau Āwhina Plunket.



Distinguished Professor Richie Poulton CNZM FRSNZ

Professor Richie Poulton passed away in October 2023. Richie was a long-serving member of the Plunket Foundation. A Trustee since 2008, Richie was Chair for the last six years and worked tirelessly to support the work of Plunket and grow our endowment fund.

Richie provided our leadership team with invaluable support and guidance, and publicly advocated for our organisation.

He was a huge advocate for the wellbeing of children, and in recent years as Chief Science Advisor to the Minister for Child Poverty Reduction, Richie had a huge influence on child poverty policy settings across the public sector. This was in addition to his work as director of the world-famous Dunedin Study.

We are so grateful for Richie's support and contribution he made towards the mahi we do.

PHOTO CREDIT: ALAN DOVE, THE LISTENER



Chloe Wright ONZM

We are saddened to acknowledge the passing of Chloe Wright – the co-founder of our Star Partner, BestStart – in September 2023. Chloe dedicated her life to helping young mothers and tamariki overcome disadvantage and was a true force for positive change in the lives of thousands of New Zealanders.

Chloe's generosity helped launch a number of important initiatives at Whānau Āwhina Plunket, such as the video lactation consultations that whānau still enjoy today. We are so grateful to Chloe and the Wright Family Foundation for their support of Plunket.

Whānau Āwhina Plunket Board and Leadership

Royal New Zealand Plunket Trust
(as at 30 June 2024)



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

Whānau Āwhina Plunket Executive Leadership Team
(as at 30 June 2024)



Fiona Kingsford
CHIEF EXECUTIVE OFFICER



Dr Hera Black
TE POU WHAKARA



Louise Eunson
GENERAL MANAGER
PERFORMANCE, RISK &
GOVERNANCE



Matthew Kenny
GENERAL MANAGER FINANCE,
TECHNOLOGY & COMMERCIAL



Denise Shera
GENERAL MANAGER
SERVICE DELIVERY



Brent Sincock
GENERAL MANAGER
PEOPLE & CULTURE



Dr Zoë Tipa
CHIEF NURSE



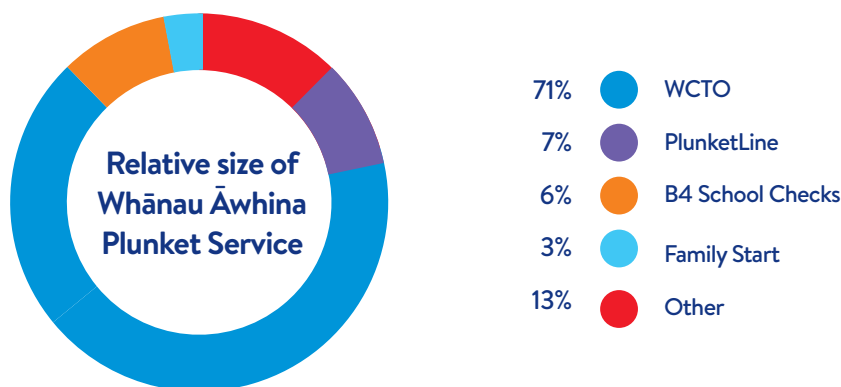
Service Performance Report FY24

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

Although we deliver a diverse range of services, our four largest service lines together account for 87% of our total revenue, with number of smaller services account for the remaining 13% 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 New Zealand | Te Whatu Ora for Well Child Tamariki Ora 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 at [Well Child Tamariki Ora visits | Ministry of Health NZ](#).

How is the service funded?

In 2024 Whānau Āwhina Plunket was contracted by Health New Zealand to manage, deliver, and report on its Well Child service.

| Well Child Tamariki Ora Income Source | 2024 Income |
|---------------------------------------|-------------------|
| Health NZ/Te Whatu Ora | 71,724,027 |
| Grants & Other Income | 421,861 |
| Overall Service Revenue | 71,145,888 |

Measuring Our Service Performance - Well Child

Performance Overview

Following recent years marked by disruptions such as Covid-19 lockdowns and adverse weather events, this financial year has seen us return to more normal business operations.

The commitment of our kaimahi to equitable service delivery has seen us continue to make pleasing progress particularly in relation to our Well Child service delivery to Māori and Pacific Peoples. Our results for these two important priority population groups have improved year-on-year across all our Well Child metrics and we remain largely on track to deliver on our strategic goal of equitable delivery of services by 2025.

Workforce challenges continue to impact on us having sufficient kaimahi to deliver services to those who need us most. However, the performance results on the following pages show that, despite our reduced workforce, our whānau remain our priority as we deliver critical services to them.

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 and Non-Māori-Non-Pacific Peoples. Performance targets for financial year 2024 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.

Our performance results

| Measure Description | Result 2023 - 2024 | Target 2023 - 2024 | Target 2025 - 2026 | Result 2022-2023 |
|--|--------------------|--------------------|--------------------|------------------|
| Percentage of pēpi who receive the core 1 contact before 50 days of age* | | | | |
| Māori | 86% | 90% | 93% | 82% |
| Pacific Peoples | 90% | 91% | 93% | 86% |
| Non-Māori Non-Pacific | 95% | 93% | 93% | 93% |

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

Commentary

All ethnicities had year-on-year improved results for this measure.

The 2024 results show the target for Non-Māori Non-Pacific was exceeded by 2%. The result for Māori was below target but is within 5% of the target range. This equates to a further 217 whānau needing to be seen to meet target. The result for Pacific Peoples was below target but is within 5% of the target range, with a further 39 families needing to be seen to meet target.

The 'equity gap' for this measure between Māori and Non-Māori Non-Pacific has narrowed from 11% to 9% in financial year 2024. Between Pacific Peoples and Non-Māori Non-Pacific, the 'equity gap' has improved from 7% to 5% in financial year 2024.

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 2024 Whānau Āwhina Plunket delivered over 236,000 core contacts. 27,000 (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 tamariki, 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 2023-2024 | Target 2023-2024 | Target 2025- 2026 | Result 2022-2023 |
|--|------------------|------------------|-------------------|------------------|
| Percentage difference between the number of core contacts that should have been delivered, and the number of core contacts which were delivered* | | | | |
| Māori | 65% | 71% | 75% | 61% |
| Pacific Peoples | 65% | 70% | 75% | 61% |
| Non-Māori Non-Pacific | 70% | 73% | 75% | 65% |

* 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 2024.

The results for Pacific Peoples and Non-Māori, Non-Pacific groups were slightly below target but within 5% of the target range. We remain generally on track to achieve our service delivery targets for these groups by 2025. However, the results for Māori were 6% below target and outside the target range. Addressing the equity gap for Māori and Pacific Peoples will be a key focus for the 2025 financial year to ensure we deliver a timely and equitable service to whānau.

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, including whānau Māori. 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. We are also utilising data to identify areas where disparities exist and tailoring interventions to address these specific gaps in service delivery.

During the year, through our own internal reporting processes which comprises of quarterly reports and near-real time operational dashboards, we are also regularly monitoring 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 whānau receive the same high-quality services as all other groups.

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

What does the measure mean?

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

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

Scope of the measure

This measure calculates the distribution of additional contacts delivered, by category of need. The delivery of an additional contact is demand-based and driven by whānau level of need. As such, no targets for 2024 are set.

Our performance results

| Measure Description Percentage of Additional, by Need, delivered in the year* | Result 2023-2024 | Number delivered | Result 2022-2023 | Number delivered |
|--|---------------------|---------------------|---------------------|---------------------|
| High need – long term | 41% | 67,030 | 42% | 69,805 |
| High need – short term | 39% | 63,556 | 38% | 63,127 |
| Low need | 12% | 19,394 | 11% | 18,654 |
| Level not assessed * | 7% | 11,645 | 9% | 14,518 |

* 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 to it.

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

What does the measure mean?

Sudden Unexpected Death in Infancy (SUDI) is the leading cause of preventable mortality in New Zealand infants. Around 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 2023 - 2024 | Target 2023 - 2024 | Target 2025 - 2026 | Result 2022 - 2023 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| Māori | 85% | 87% | 90% | 81% |
| Pacific Peoples | 88% | 88% | 90% | 84% |
| Non-Māori Non-Pacific | 93% | 90% | 90% | 90% |

* includes all pēpi referred before 28 days of birth

Commentary

Year-on-year results have improved across all ethnicities in the 2024 financial year, with Māori and Pacific Peoples each seeing a 4% increase, and Non-Māori Non-Pacific achieving a 3% increase.

The equity gap between Māori and Non-Māori Non-Pacific for this measure narrowed from 9% to 8% in the 2024 financial year. Similarly, the equity gap between Pacific Peoples and Non-Māori, Non-Pacific improved by 1%.

All ethnicities, except Māori, met their targets. To meet the target for Māori, an additional 102 whānau needed to receive SUDI prevention information.

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

What does the measure mean?

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

Scope of the measure

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

Our performance results

| Measure Description | Result | Target | Target | Result |
|--|-------------|-------------|-------------|-------------|
| Percentage of women screened at least twice for Maternal Mental Health during pēpi first year* | 2023 - 2024 | 2023 - 2024 | 2025 - 2026 | 2022 - 2023 |
| Māori | 84% | 86% | 90% | 77% |
| Pacific Peoples | 82% | 86% | 90% | 76% |
| Non-Māori Non-Pacific | 90% | 88% | 90% | 85% |

* includes all pēpi referred before 28 days of birth

Commentary

Year-on-year results have improved across all ethnicities in the 2024 financial year, with Māori showing a 7% increase, Pacific Peoples a 6% increase, and Non-Māori, Non-Pacific a 5% increase.

The equity gap between Māori and Non-Māori, Non-Pacific narrowed from 8% to 6% in 2024. Similarly, the equity gap between Pacific Peoples and Non-Māori, Non-Pacific improved by 1%.

However, the results for Māori were 2% below target, meaning an additional 174 families needed to be seen to meet the target. For Pacific Peoples, the result was 4% below target, requiring 137 more families to be seen to achieve the goal.

Although the 2024 results for Māori and Pacific Peoples were below target, they remained within 5% of the goal. The Non-Māori, Non-Pacific group exceeded the target by 2%.

In the year ahead, we will intensify our efforts and enhance targeted engagement with Māori and Pacific communities. We will also strengthen partnerships with community organisations to ensure culturally relevant services are delivered effectively, helping us bridge the remaining equity gaps.

PlunketLine Service

Service Description

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

PlunketLine also contracts with Whakarongorau Aotearoa to answer Healthline calls where there is a child under five who is sick or showing symptoms of ill health. All sick and symptomatic health-related information is recorded within the Healthline system. 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 New Zealand 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 | 2024 Income \$ |
|---------------------------------------|-------------------|
| Health NZ/Te Whatu Ora | 6,204,170 |
| Grants & Other Income | 1,354,876 |
| Overall Service Revenue | 7,559,046 |

Measuring Our Service Performance – PlunketLine

Performance Overview

PlunketLine performed below our contracted target levels for both performance measures in 2024.

With the launch of our new Plunket AdminLine we have seen a decreased number of general enquiries to our PlunketLine number. This new contact number has enabled whānau to make easy, direct contact with us for booking Well Child appointments and general enquiries.

2024 has also seen us experience higher call volumes on our Healthline service with more than 14,000 calls over our financial year target. This equates to 1,100 more calls on average per month. This has adversely impacted 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 New Zealand, 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 2023 - 2024 | Target 2023 - 2024 | Result 2022 - 2023 |
|-------------------------------|-----------------------|-----------------------|-----------------------|
| Total number of calls handled | 94,885 | 113,000 | 96,065 |

Commentary

Our 2024 result is 18,115 calls below target for 2024. Part of this result can be attributed to the decrease of general enquiries on PlunketLine because of the commencement of our AdminLine for appointments and enquiries.

There has also been an increase in sick and symptomatic call volumes with more than 14,000 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 resource 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 total calls 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 2023 - 2024 | Target 2023 - 2024 | Result 2022 - 2023 |
|-------------------------------------|-----------------------|-----------------------|-----------------------|
| Total percentage of calls abandoned | 12% | <10% | 13% |

Commentary

Our 2024 result are within 5% of Target for 2024 and prior year results. This is a 1% improvement compared to prior year.

Financials

Report from Chair of Risk, Audit and Assurance Committee

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

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

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

Risk Assurance and Audit Committee

Alex Skinner RNZPT Trustee, RAAC Chair

Matt Harker RNZPT Trustee

Fiona Wiremu RNZPT Trustee

Fran Wilde (Ex-officio)

Independent Auditors Report

To the beneficiaries of Royal New Zealand Plunket Trust

Report on the summary financial statements

Opinion

In our opinion, the accompanying summary financial statements of Royal New Zealand Plunket Trust on pages 38 to 43 and 45:

- have been correctly derived from the audited financial report for the year ended 30 June 2024; and
- 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 statements comprises:

- the summary statement of financial position as at 30 June 2024;
- the summary statements of comprehensive revenue and expense, changes in net assets/equity and cash flows for the year then ended; and - the statement of service performance on pages 38 to 43.

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 Royal New Zealand Plunket 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, Royal New Zealand Plunket Trust.

Summary financial statements

The summary financial statements do not contain all the disclosures required for a full financial statements under PBE FRS 43 Summary Financial Statements. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements of

Royal New Zealand Plunket Trust and the auditor's report thereon.

The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our audit report on the financial statements.

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 statements

The trustees, on behalf of Royal New Zealand Plunket Trust, are responsible for:

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

Auditor's responsibilities for the summary financial statements

Our responsibility is to express an opinion on whether the summary financial statements is a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with ISA (NZ) 810 (Revised).

We expressed an unmodified audit opinion on the financial statements in our audit report dated 31 October 2024.

For and on behalf of:

KPMG
Wellington
31 October 2024

Summary financial statements

Royal New Zealand Plunket Trust Summary Financial Statements for the year ended 30 June 2024

This is a summary of the Trust's audited financial statements for the year ended 30 June 2024 which were authorised for issue on 31 October 2024. The summary financial report has been extracted from the full audited statements dated 30 June 2024.

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.

| Statement of Comprehensive Revenue and Expense for the Year Ended 30 June 2024 | 2024 \$000 | 2023 \$000 |
|--|----------------|---------------|
| Contract Income | 93,129 | 83,226 |
| Sponsorship/Donations/Grants Income | 6,834 | 7,004 |
| Other Income | 1,581 | 1,007 |
| | 101,544 | 91,237 |
| Employee Costs | 78,015 | 68,742 |
| Service Delivery Expenses | 15,435 | 15,298 |
| Depreciation & Amortisation | 4,272 | 2,815 |
| | 97,722 | 86,855 |
| Operating Surplus/ (Deficit) for Year | 3,822 | 4,382 |
| Net Change in Fair Value of Available for Sale Financial Assets | 9 | 6 |
| Total Comprehensive Revenue and Expense for the Period | 3,831 | 4,388 |

A surplus of \$3,822,000 was achieved this year (2023: \$4,382,000) mainly due to staff vacancies. There were 22 nurse vacancies at the end of the financial year. The impact of these vacancies means we are unable to deliver all our core services resulting in many older tamariki missing out on later Well Child Tamariki Ora scheduled visits.

| Statement of Changes in Net Assets / Equity for the Year Ended 30 June 2024 | 2024 \$000 | 2023 \$000 |
|---|---------------|---------------|
| Opening Equity Balance | 41,396 | 37,008 |
| Operating Surplus/(Deficit) for Year | 3,822 | 4,382 |
| Net Change in Fair Value of Available for Sale Financial Assets | 9 | 6 |
| Total Comprehensive Revenue and Expense | 3,831 | 4,388 |
| Closing Equity Balance | 45,227 | 41,396 |

Service performance information is provided in our Service Performance Report included in the Annual Report on page 38.

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 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 2024 on 31 October 2024.

| Statement of Financial Position as at 30 June 2024 | 2024 \$000 | 2023 \$000 |
|--|-----------------------|-----------------------|
| Current Assets | | |
| Cash and Cash Equivalents | 15,111 | 9,990 |
| Accounts Receivable | 9,662 | 8,723 |
| Inventory and Other Current Assets | 862 | 1,134 |
| Properties Held for Sale | 190 | 969 |
| Total Current Assets | 25,825 | 20,816 |
| Non Current Assets | | |
| Property, Plant and Equipment | 36,726 | 33,602 |
| Intangible Assets | 2,526 | 5,058 |
| Investments | 287 | 260 |
| Total Non Current Assets | 39,539 | 38,920 |
| Total Assets | 65,364 | 59,736 |
| Current Liabilities | | |
| Payables | 3,881 | 3,710 |
| Employee Entitlements | 6,590 | 5,920 |
| Income Received in Advance | 1,099 | 1,460 |
| Income Invoiced in Advance | 7,379 | 6,354 |
| Lease Provision | 21 | 0 |
| Finance Leases | 84 | 304 |
| Total Current Liabilities | 19,054 | 17,748 |
| Non Current Liabilities | | |
| Finance Leases | 107 | 84 |
| Make Good Provision | 976 | 508 |
| Total Non Current Liabilities | 1,083 | 592 |
| Total Liabilities | 20,137 | 18,340 |
| Net Equity | 45,227 | 41,396 |
| Total Liabilities and Equity | 65,364 | 59,736 |
| Statement of Cash Flows for the Year Ended 30 June 2024 | 2024 \$000 | 2023 \$000 |
| Net Cash Flows from Operating Activities | 9,250 | (3,754) |
| Net Cash Flows from Investing Activities | (3,796) | (816) |
| Net Cash Flows from Financing Activities | (333) | (640) |
| Net (Decrease) / Increase in Cash Held | 5,121 | (5,210) |



*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

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

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 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 and be amongst our vital philanthropists.

Payroll Giving

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

The Good Registry

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

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 and we can get you started!

Arohanui.

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



whānau āwhina
plunket

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