

# Parenting Place Annual Report

# 2023

CELEBRATING

**30** years

of Parenting Place



**Parenting Place Charitable Trust**

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Parenting Place meets  
the Level 3 Social Sector  
Accreditation Standards,  
assessed by Te Kāhui Kāhu  
Social Services Accreditation.





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# Reflection

## I have had the privilege of being part of Parenting Place for 24 years. What an opportunity and what a time I am having!

My journey here began with a little light being lit in 1996 when I attended one of the first parenting seminars with Parenting Place (then called Parenting with Confidence). I sat in the audience and from that moment, absolutely knew that I wanted to work with parents. I felt that building close, warm and deep relationships within families was the most important thing needed and I wanted to be involved. A friend suggested that I volunteer at a seminar and get amongst it, and I did.

I began this hikoi (journey) by helping write and deliver the first Early Years Toolbox course and I loved it. Then the Toolbox Middle Years and Teen Years came my way, and I was now part of a team. Throughout this time, I began to hear about the challenges families were facing with their children and six years in, I asked if I could spend some one-on-one time helping these families with insights and strategies that were specific to their situation. I am deeply grateful for the green light I got to mentor families and I leaned on Toolbox strategies, my early childhood and primary school teaching experience, my training in Parents as First Teachers, and the passion I had for my own parenting journey.

When I reflect on my time at Parenting Place, I am very grateful to those I have worked alongside, learned from and been inspired by. I have always felt connected here. Over the years, the team has changed but the enthusiasm and dream for families has continued. I love sharing a common desire to learn, grow and take on new ideas. Our own families teach us a lot and we are kept humble knowing that all parents need help and support, no matter what.

The coaching team is a delight to be part of and we are good for each other. Sitting with parents is a privilege. They open their hearts to us and we hear the daily struggle they may be experiencing. We get to suggest a way forward and they get support and new insights. Something I cherish most about the work I do is being able to love other families and connect with them. That connection can feel more important than having the perfect answer.

Often a family will share how they have been helped through coaching. These moments really do anchor me, keeping me passionate about what I do.

*"It's wonderful to experience your words with us. They turn to quick action (which is a very proud feeling, unsurprising given our shared commitment to family) - and then quick results, which continues to be surprising to me, as our kids seemingly pick up our loving intent and run with it. And everyone is just that little bit calmer and happier. So, thanks again for being in our corner."*

When I look back on my time at Parenting Place, I am most thankful for these things:

- Being part of an audacious vision for families – confidence for parents, deep love for their kids.
- Being able to follow my dream of working face to face with families, getting to hear people's stories and challenges. To sit alongside, knowing we all struggle, and we all need someone who cares.
- Being encouraged to write a book (*Kind, Firm, Calm*) and record in one place some of the daily challenges families face and some of my favourite ideas and strategies.

- For those who have worked tirelessly to find the funding needed for our organisation, and for those who have generously funded us. I am particularly moved by a donor who has for years enabled coaching to be accessible for those unable to fully pay for it themselves.
- The entire Parenting Place staff who collectively enable families to be supported.
- All the families who have given me the opportunity to speak into their lives, trusting me and Parenting Place to provide them guidance.

*"We thrive when we are connected and belong, when we are listened to and heard, feel safe and are trusted, can fail and be forgiven, are enjoyed and pursued, respected as individuals, are challenged and believed in, and have hope for our future. This is the heart of whānau."*

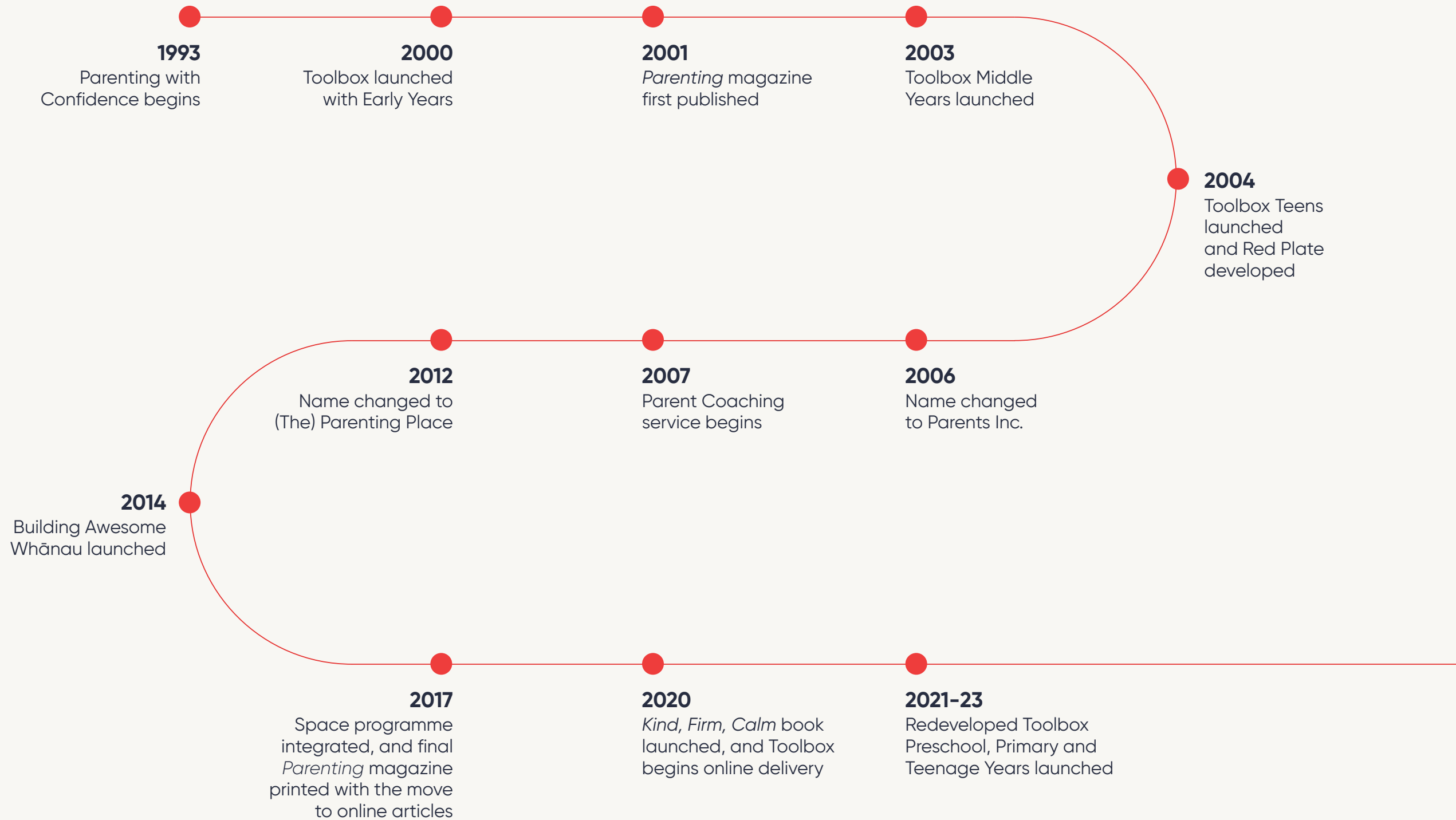
Jenny Hale, Senior Parent Coach



Our parent coaches (from left):  
Kristin Ward  
Sanna Finch  
Sheridan Eketone  
Jenny Hale



# Timeline







## From our Chair

**As a father of four young children, I am often reminded that one of the most valuable gifts we can give our families is a safe and loving home environment. If home is a place of safety, our kids will be well placed to confidently go out and engage with the rest of the world.**

For the team at Parenting Place, that's why we do what we do. We are passionate about the opportunity to walk alongside parents in New Zealand, helping them build the kind of home that sets a child up for success.

This year marks 30 years of us being a trusted voice for parents in Aotearoa. Ian and Mary Grant first set up Parenting with Confidence out of their garage in 1993. That act of vision and determination catapulted us into a decades-long journey of building a deep body of expertise in parenting. As we enter the next 30 years, it is our hope that we continue to curate the evidence behind raising kids well, and that we apply it effectively to the cultural context in which parenting occurs.

This year we have invested heavily in implementing our digital strategy to reach the next generation of parents. We have developed our in-house technological capabilities, refreshed our courses with the latest research, and built new digital platforms through which more parents can access our materials. A new website, set to go live early next year, will herald a fresh chapter for Parenting Place.

The optimism this has brought us internally supports changes required in the external environment in which we operate. Although parts of the economy are still recovering from the after-effects of COVID, we sense a renewed optimism for the future.

Business leaders are starting to talk more optimistically; and families, likewise, are starting to shift gears. For parents, their job now is to refocus their family's energy on the 'new' and re-establish a vision of what a flourishing family life looks like in their home.

As we look back on a productive year, I would like to acknowledge the talented staff at Parenting Place. I personally am encouraged by the calibre of people who are attracted to work for us in support of our vision, and whose expertise is taking us into our new direction as we serve a new generation. I also want to thank current board members who are doing an excellent job in steering us through this period of change, as well as past board members who have contributed so much to our mission over the last 30 years.

Finally, my heartfelt thanks goes to our donors, funders and sponsors, whose generosity heavily subsidises our offerings and reduces barriers to accessing help, so that every New Zealander gets a chance to be the best parent they can be. These generous partners do it because they care about our vision – that every parent in Aotearoa feels confident, and every child feels deeply loved – and for that I give them my deepest thanks as we head into our next chapter together.

Ngā mihi nui,

**Tuhi Isaachsen**  
Parenting Place Board Chair





## From our CEO

**It is a privilege to carry forward Parenting Place's rich legacy, and to do this work with such a wonderful team, the support of generous donors who see the value of investing in families, and the partnerships we have with many community organisations across Aotearoa.**

**Most importantly, it is our deepest privilege to support whānau towards the goal of all children in our country growing up feeling deeply loved.**

I was recently invited to speak on a national radio station on the topic of attachment theory, one of the core parenting theories that underpin our work. The idea behind this theory is that every child seeks safety and security by developing a strong bond with their parents. How we attach then goes on to have a profound impact on our development and on our future relationships. Developing a secure attachment is intuitive; it involves responding to our children's bids for attention, repairing our relationships when there has been a rupture and being emotionally available to our children.

The irony is that as soon as I got home from the interview, my son and I had an argument about his TV time. I lost my temper and he stormed off to his room. The theory is often so much simpler than the reality. So, of course, I licked my wounds and went down to his room to reconnect and repair. Thank goodness we don't have to be perfect; we just need to do the next right thing.

Each week, we spend time with parents, hearing their concerns and working with them to find positive steps forward. We have found that these 'ruptures and repairs' are commonplace in everyone's family. In fact, the latest research only serves to reinforce how challenging modern parents are finding their roles. Parents are reporting higher rates of behavioural issues, mental and emotional challenges in their children, and their own guilt around not spending as much time with their children as they would like. We are no longer parenting in a village, the cost of living is putting more parents under stress to work longer hours, and the rise in social media is leading to social disconnect, stress and anxiety in our teens. The job of

parenting is the most important thing we will do, and parents need support now more than ever.

I am proud to be working for an organisation that for the last 30 years has been committed to supporting parents through the everyday struggles of raising kids. Over that time, we have provided the space for parents to reflect and feel inspired again for their family, providing simple strategies to help them get unstuck and move forward. Our work is a continuation of what has gone before us, but we also need to reimagine what this support looks like for the next generation of parents who are vastly different from the previous one. We are developing deeper frameworks to guide our work while also pioneering new ways to connect with parents online. This will ensure that parents of the 60,000 babies born in the next 12 months can access the support they need, whenever they need it.

The whakatauki 'Ka mua, ka muri' speaks of walking into the future backwards. It is a privilege to carry forward Parenting Place's rich legacy, and to do this work with such a wonderful team, the support of generous donors who see the value of investing in families, and the partnerships we have with many community organisations across Aotearoa. Most importantly, it is our deepest privilege to support whānau towards the goal of all children in our country growing up feeling deeply loved.

Ngā manaakitanga,

**Dave Atkinson**  
Parenting Place CEO

# Who we are

Since 1993, we've walked alongside New Zealand families, providing strategies to build stronger relationships.

We recognise that every family can flourish with support, encouragement and nurture. And we believe that healthy, loving families can transform communities.

**We inspire** parents by offering hope for families.

**We equip** parents with information and strategies.

**We journey** with parents through key transition times.

We know that parenting is the hardest job that many of us will ever do and we're here to support anyone raising children in Aotearoa with the tools, inspiration and skills to navigate their parenting journey.

Parenting Place is a trusted voice on parenting, working to support parents and caregivers to feel confident in the relationships they are building with their growing tamariki at every age and stage, from birth through to adulthood.

## Our vision

That every parent\* in Aotearoa feels confident, and every child feels deeply loved.

## Our mission

Supporting parents\* to build strong family relationships.

## Outcomes

Across our services we aim to achieve the following outcomes for parents and children.

- Improved parent–child connection and attachment
- Improved reflective functioning and attunement
- Increased parent competence and coping capacity
- Increased responsiveness to children's needs
- Improved family atmosphere
- Improved parent and caregiver mental health
- Increased social support
- Increased positive parent–child interaction

\*Anyone raising a child, including parents, caregivers, grandparents, aunties, uncles, guardians, foster carers.



# Our people

**We are proud of the way our people carry the heart and mission of Parenting Place in all their mahi.**

**We continue to keep our employees' well-being (along with that of their whānau) a priority.**

In the past year, we facilitated an overnight wānanga (time of learning) at Te Tii Marae in Waitangi. It was a great opportunity to once again hear the story of our land, to spend time listening and being in a Māori space, and to grow in our understanding of te ao Māori. Many opted to sleep on the marae, some for the first time ever, and we had some fun team building and growth experiences for our kaimahi (staff).

We have also facilitated two team days which encourage connection and whanaungatanga especially with those who work remotely. During one of those team days, we launched our new organisation values. Having these values in place has enabled us to capture the essence of how we work with each other, and what our partners should expect of us as we work together to support whānau. Our five organisation values are:



## **Tūmanako** **We are Hopeful**

We believe in a flourishing future for families in Aotearoa New Zealand. We know parenting can be challenging, but carry hope that things can always get better. We take a positive, strengths-based approach, inspiring parents to make small, everyday changes that enhance connection with their tamariki.



## **Manaakitanga** **We are Caring**

It's not just what we do, it's also how we do it that matters. We are inclusive, upholding the mana of those we work with and calling out the best in parents and in their family relationships. We journey alongside, knowing that all families need support and encouragement. Parenting challenges can be unique, but the desire to be seen, heard and cared for is universal.



## **Auahatanga** **We are Creative**

We are innovative, reaching widely across Aotearoa through a variety of in-person and digital formats, covering key topics and different ages and stages of parenting. We problem-solve and look for fresh ways to improve our work. We have a good sense of humour, knowing that when you bring fun into the parenting picture, it can break down walls and inspire.



## **Ako** **We are Learners**

We are curious and life-long learners, broadening our understanding of people, family and culture. We constantly seek wisdom and expertise to do better and be better. We invest in research, value feedback and draw on our own experiences as real-life parents. Our work is evidence-informed, and we are committed to making world-class parenting education content and support accessible to all New Zealand families.



## **Mahi Tahī** **We are Collaborative**

Our best work is done together, drawing from a diverse set of skills, perspectives and expertise. We deeply value relationships – with parents, community organisations, facilitators, and our supporters and wider stakeholders. Partnerships are central to our mahi. We also recognise our place in Aotearoa, striving to be faithful Ti Tiriti o Waitangi partners to better serve all families across the motu.



# Our programmes

**We're a non-profit organisation – a charity with a heart for New Zealand families – supported by individual donors, corporate partners, business supporters, trusts and government funding. This enables us to deliver our mahi with the intention to inspire, equip and support healthy thriving families across the motu.**

We collaborate with a variety of community organisations to deliver three of our core programmes: Space, Toolbox and Building Awesome Whānau (pg. 22–27). These are often community groups or social service agencies working with families and whānau, who have the training and capacity to provide them with wraparound support. These courses are delivered by trained facilitators who are passionate about supporting whānau. As the kaitiaki of these programmes, we provide these organisations with the programme curriculum and ongoing support, including facilitator trainings, administration and professional development to ensure we can reach more whānau. This is because we know that the best people to connect with whānau are those living and working alongside them.

Parenting Place also has a team who work directly with parents, connecting with them where they are at. We provide Parent Coaching for those needing one-on-one support with their specific parenting challenges. Our presenters deliver Parenting Talks to schools and organisations, and regularly appear on TV and radio to provide helpful and relatable parenting information. Content is written for our Parenting Place website and a range of social media channels to connect with parents digitally.

space'

TOOL  
BOX

BUILDING AWESOME  
WHĀNAU

Parent'  
Coaching

Parenting  
Talks'



# Pou Tangata

**Te manu kai miro**  
**Nōna te ngahere**  
**Te manu kai mātauranga**  
**Nōna te ao**

*The bird who feeds on miro  
has the forest. The bird  
who feeds on knowledge  
has the world.*

I love this whakataukī, and it is so applicable to what we are striving to achieve at Parenting Place.

Giving knowledge to whānau that equips them to be leaders, parents and partners is a game changer. So many whānau I meet are restricted in their family life for all sorts of reasons. Upskilling whānau has a ripple effect that can enhance communities and reshape whakapapa.

People with knowledge can start to dream again – for themselves and for their whānau, for a better future.

Aotearoa has gone through some challenging seasons and will continue to do so, and our people need the skills to navigate these challenges. If we see it, we can be it and knowledge creates that pathway.

– Pio Terei, MNZM

Pou Tangata + Kaikōrero





# Space

Space supports parents and their babies throughout their first critical year together. Meeting weekly over 20–30 weeks, Space groups offer a safe and facilitated environment where parents can connect with other parents and discover what works for their family as their baby grows.

## 361

SPACE COURSES  
DELIVERED

## 5,138

SPACE COURSE  
PARTICIPANTS



### What has been achieved over the past year?

Our vision for Space is for parents to grow in parenting confidence, feel connected with their community and for their baby to feel deeply loved. We achieve this by encouraging parents to establish responsive and loving relationships with their baby in a safe, supported environment.

Space is now being delivered in the majority of regions across the motu and continues to grow with both new partners and increased participants. We are committed to ensuring that responsive postnatal support is an integral part of having a baby in Aotearoa New Zealand.

We are in the final stages of completing the redeveloped Space curriculum, a project we have been working on over the past couple of years. Across this newly redeveloped curriculum, a range of different concepts and tools are introduced to help facilitators in achieving our vision. The redevelopment of the curriculum has followed a robust co-design process which has captured and incorporated verbal and written feedback at every stage of the pilot process, right down to the final draft. We have worked with experts throughout the redevelopment, including educational psychologists, child and family psychologists, clinical psychologists, paediatric occupational therapists, child speech and language therapists and paediatric nutritionists. These professionals have reviewed the session content, ensuring that it is current and based on best practice and the latest research.

### What were some challenges over the past year?

Due to the thoroughness of the co-design, our redevelopment has taken longer than we initially planned. However, we believe the end result of this process will be beneficial to all our Space participants and facilitators.

As a result of rising living costs, new parents are increasingly under pressure to return to work earlier than usual and monitor their spending more closely. Consequently, many of our community partners who run 30 weeks of Space are seeing more drop-off earlier in the course as parental maternity leave ends.

### Key community partners

- Playcentre Aotearoa
- Auckland Anglican Diocesan
- The Salvation Army Early Childhood Education
- Rainbow Preschool Dunedin

and many other community organisations across the motu.

*"I think my relationship with my baby has become stronger. We understand each other better. I have learned so many valuable tips and information that has helped me care for my baby and be a better mum. It's great to come to Space and be validated when I'm struggling with something." – Space parent*

*"I made connections and learnt so much that I would never have discovered on my own. Everyone, other parents and staff, were extremely supportive, no matter what choices we made. It was the highlight of my week. It was an amazing experience and I highly recommend it to anyone." – Space parent*



# Toolbox

Toolbox parenting courses are bursting with practical strategies and ideas to inspire and equip parents as they navigate different ages and stages. Available in-person or online over six weeks, with three great courses catering to the Preschool Years (2-4), Primary Years (5-11), and Teenage Years (12-18).

# 90

TOOLBOX COURSES  
DELIVERED

# 879

TOOLBOX COURSE  
PARTICIPANTS



## What has been achieved over the past year?

Toolbox has changed significantly over the past two years. With people spending increased time online, we have continued to offer online facilitated courses, delivered by Parenting Place facilitators. This area continues to grow alongside the amazing work being done by community partners. The advantage of online courses is that they can be attended by parents from all over the motu; a group can have parents from Kaitaia right through to Bluff. We have also seen growth in the regions for our in-person courses, with new partners starting to run Toolbox in Westport, Greymouth, Timaru and Wellsford.

All three of our Toolbox courses were updated to incorporate research and evidence around emotion coaching and discipline. As parenting ideas evolve, we are always looking to improve the information we support parents with. That is why we updated two key areas of the course content: 'Understanding emotions' to better reflect an emotion coaching response to kids' strong feelings, and 'Understanding discipline and boundaries' to reflect a way of discipline that better supports connection and relationship between parent and child/teenager.

## What were some challenges over the past year?

Parents have been cautious to engage with in-person events since the disruption around the pandemic. However, reports from our community partners have shown that they are finally starting to see attendance numbers return to pre-COVID levels.

Many of our community partners do not currently receive funding to deliver parenting programmes, so cost can be an obstacle when they are supporting families who are experiencing financial hardship. We have begun work on a grant funding guide to

assist our community partners with their funding applications, with the intention of alleviating some of this financial pressure.

Relationships with community partners take time to develop, alongside fully training their staff to facilitate Toolbox. To support community partners, we have reimagined our Toolbox facilitation training to be delivered online. This makes training far more accessible, especially to those in remote regions of the motu.

## Key community partners

- Lifewise Family Services
- Iosis
- Jigsaw North Whangārei
- Catholic Social Services Dunedin

and many other community organisations across the motu.

***"I feel so much less frightened about getting it wrong... as I did with my own children, I don't want to repeat the cycle." - Grandparent parenting grandchildren.***

***"It has been great to set aside time each week to work on/upskill many of the important parts of parenting this age and stage. There are lots of takeaway ideas, techniques and thoughts that I hope to think over more and have in my toolbelt. When I can be a more effective coach, we can be a better team!" - Toolbox parent***

***"It has helped me communicate with my teenage son in a more respectful and empathetic way when boundaries are broken. It has given us some helpful tools to use to strengthen our relationship further with our son and other children." - Toolbox parent***



# Building Awesome Whānau

Building Awesome Whānau is a six-session course for parents and whānau raising tamariki aged 2–13 years. Designed through a well-being lens, content draws from mātauranga Māori and western science to create a kaupapa that is uniquely Aotearoa.

## 74

**BUILDING AWESOME  
WHĀNAU COURSES  
DELIVERED**

## 443

**BUILDING AWESOME  
WHĀNAU COURSE  
PARTICIPANTS**



## What has been achieved over the past year?

A big focus for 2023 has been the consolidation of our current Building Awesome Whānau content. We have taken a big step, further than before, and Building Awesome Whānau has now been re-imagined through a lens of hauora Māori. Now informed by established Māori well-being frameworks, old content has been refreshed or contextualised and new content has been added, including the use of pūrākau (stories), whakataukī (proverbs) and mahi-a-toi (creative activities) to enhance the learning experience of course participants through an indigenous lens. To support this, new videos have been produced and Māori design has led the way in a new manual. So much time and aroha has gone into this, and we can't wait to share it in 2024.

This process has served as a valuable reminder that our mahi will be an ever-evolving kaupapa as we continually seek to better understand the needs and aspirations of whānau, and as we strive to support the ongoing mahi of our partners.

With its rich whakapapa, Building Awesome Whānau is uniquely Aotearoa and we're very proud to be the kaitiaki of this special kaupapa.

## What were some challenges over the past year?

In the same way that Parenting Place has adapted to deal with some of the complexities that came out of COVID, many of our community partners have also been forced to adapt. An ongoing challenge for us has been reconnecting with these community partners and re-engaging with them to continue facilitating Building Awesome Whānau in their communities.

In addition to this, there was the challenge of coordinating facilitator trainings for both existing and new community partners as we plan to launch the newly consolidated

Building Awesome Whānau. As the kaitiaki of this important kaupapa, we feel it's our responsibility to ensure the equally important work of our community partners continues. In March this year, we welcomed a Building Awesome Whānau coordinator and trainer in Wellington to support our mahi by maintaining current partnerships and continuing to build new relationships in the lower North Island.

## Key community partners

- Jigsaw Whanganui
- Solomon Group
- The Salvation Army
- Iosis

and many other community organisations across the motu.

*"Using the tools from the course has changed our home to be more organised and structured, therefore predictable and peaceful. Having more awareness of our home and well-being has allowed me to act more accordingly to meet the needs of my son and I, resulting in again a more peaceful and loving home. I'm not Māori but my son is, and the course has brought deeper meaning to our relationship and how our home is run and lived in..."*

*I loved the Pio videos and the laughs it brought and all the laughs and deep convos we had as a class! I love the dynamic parents and backgrounds we had and the safe zone. I also love how the course itself was structured in a way similar to a home, e.g. set rules from a hui at the start, karakia to start and end, kai, and most of all, love and compassion from the facilitators."*  
- Building Awesome Whānau parent



# Parent Coaching

Parent Coaching\* is a one-on-one session, designed for parents in need of practical solutions to everyday challenges at any stage of their parenting journey. Our coaches bring their extensive learning and experience to help uncover new insights, ideas and simple strategies for parents and their whānau.

**416**  
PARENT COACHING  
SESSIONS

**305**  
PARENT COACHING  
PARTICIPANTS



## What has been achieved over the past year?

We introduced a new Parent Coach specialising in the teenage years to the team. We now cater for parents of children aged 0-18 years old.

More families are now returning for multiple sessions of coaching, which is something we encourage. We continue to see parents take up our online option, with over half our coaching sessions provided online over the last year.

We have met with several youth and family organisations to promote awareness of our coaching service and to offer discounted coaching sessions to their clients in need. We have also implemented a half-price coaching fee policy for families that have a Community Services Card. These new alternative pricing options aim to help us reach more whānau.

## What were some challenges over the past year?

With the rising cost of living currently occurring in New Zealand, we understand that finding discretionary income for coaching can be challenging for many. For this reason and because of our desire to support anyone raising children in Aotearoa, we introduced the two new ways for accessing discounted Parent Coaching sessions as detailed above.

*"Things have been going really well at home actually, I think just having a new perspective and understanding of how my son sees things has really shifted the dial."*  
- Coaching parent

*"In two short weeks our lives are, without exaggeration, transformed... It's incredible how I already knew the basics of what you re-taught me - and yet I just could not see it until you said it. So crazy how wrapped up in my head I was (and likely still am). Hence looking forward to continuing to release me from myself a little bit more, to bring more joy for our family."* - Coaching parent

*\*previously named Family Coaching.*



# Parenting Talks

Parenting Talks are a key 'shop window' into everything else we offer. They are based on relevant parenting topics, providing useful and hopeful tips and tools to help parents support their children wherever they are at.

Delivered from a place of empathy and compassion, Parenting Talks are fun, inspiring and aim to uphold the mana of every person in the audience. Parenting Talks introduce audiences to the range of services we offer.

37  
PARENTING TALKS  
DELIVERED



## What has been achieved over the past year?

We have continued to increase our reach of Parenting Talks to ECEs, schools, community organisations and corporates. We are targeting primary and secondary schools with relevant content, including *Tackling technology*, *Staying connected in the teen years*, *Raising confident and resilient kids/teens*, *Building an awesome whānau and Kind, Firm, Calm*. We are growing our number of presenters to ensure we can meet increased demand and have also recently employed an event coordinator to help facilitate this growth. Parenting Talk content is regularly updated to stay relevant to today's parenting challenges and the latest research.

We also had the privilege of partnering with Kindred Family Services to support the West Auckland community badly affected by the floods in early 2023. Our Coaching team developed a talk 'Parenting through challenging times' to support these families

## What were some challenges over the past year?

Our current presenters are Auckland based, making it expensive for organisations outside of Auckland to book a Parenting Talk. We do offer Parenting Talks online, which is a popular option for organisations who run lunchtime webinars with their staff located across the motu.

Awareness of Parenting Talks has been low over the past couple of years. A current focus is investment in resources to promote our Parenting Talks, particularly to school communities.

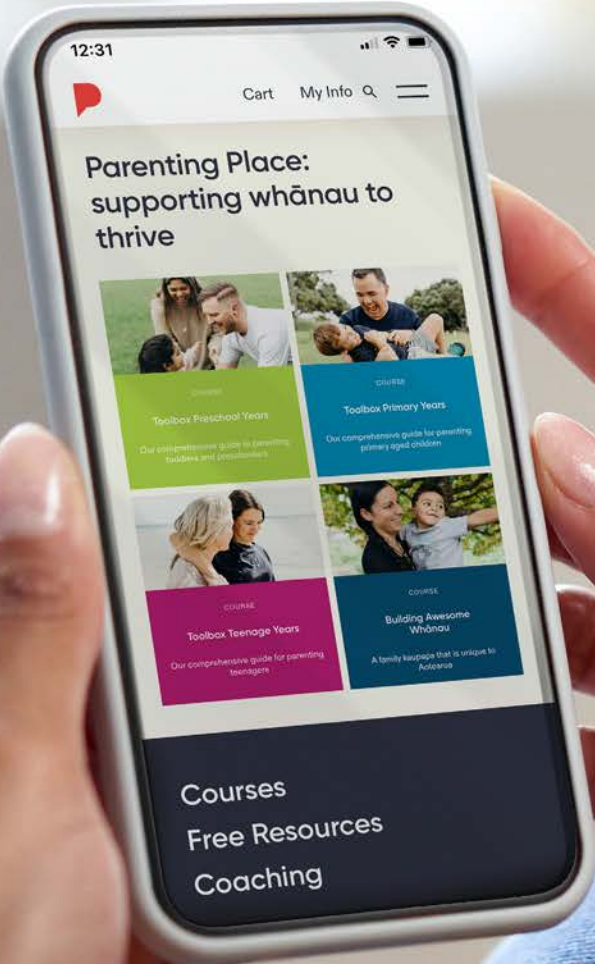
*"Jenny's workshop was very well received by parents, ranging from year one right through to year six parents. Jenny's presentation was very relaxed and almost informal in her approach, which meant that parents could relate much more to it than a structured formal talk. Parents commented that it was easy to understand, not threatening at all, and didn't make them feel that they were doing anything wrong, rather celebrating what they were doing right, and just gave tips and tricks for moving forward. They loved how Jenny used personal experiences so that parents could relate to this, and she had a great sense of humour which added to the evening."* - Parenting Talk host

*"We have received very positive feedback from the team... I've had a few people specifically reach out to say how valuable they found the discussion and one inadvertently sent me an email with his detailed notes, which he had meant to share with his wife! I thought that was testament to how good the discussion was and there were clear take-aways for the team to take home. I personally found the discussion extremely beneficial and we've implemented a number of changes in the way we manage technology in our home. For one, we have changed our evening routine so TV/tablet time is now before dinner, and we're spending more time together playing games before winding down for story time/bedtime... A relatively small change, but it has already had a big impact (with no more sad/scowling faces when I have to tell them to turn off the device and go to bed!)"* - Parenting Talk host/parent



# Digital offerings

We provide topical, helpful parenting information through our website articles, email newsletters and social media posts and videos. This is a future growth area for us as we invest in our digital content strategy over the next three years and beyond.



## What has been achieved over the past year?

In FY23 we started to see the impact of our focus on growing social reach to a younger parent audience. We hit our goal of 10,000 followers on Instagram, with reach via this platform significantly up (89.5%) on the prior year. We launched a TikTok presence in April 2023 and gained a following of almost 3,000 with over 20,000 likes in just 12 weeks. And we started seeing a growing male audience on both Instagram and TikTok as more dads engaged with our content.

The team continued creating one or more new topical parenting articles per week, promoted through our website, email newsletters (eDMs) and media interviews. Engagement through our email newsletters remained steady to our regular parenting eDM subscriber database, as well as donor and facilitator communications.

## What were some challenges over the past year?

Our team resource was stretched into other areas as we prioritised our future digital work: developing an online learning hub for parents, building on the existing article library and extending into videos, self-guided online courses, as well as increased numbers of online facilitated parenting courses. We also had several team members focused on production for the launch of our first podcast, Parent's We've Met, which went live in October 2023. Website page views were down on the previous year as we invested our digital resource into the planning, design and build of a new website launching 2024.

01 July 2022 – 30 June 2023

104,963  
WEBSITE TOTAL VISITORS

242,329  
WEBSITE TOTAL PAGES VIEWED

~332,446  
INSTAGRAM REACH

~354,699  
FACEBOOK REACH

Please note, reach metrics are estimated for Facebook and Instagram as is standard for Meta Business Suite reporting.

As at 30 June 2023

208  
ARTICLES - TOTAL NUMBER LIVE

63  
ARTICLES - TOTAL NUMBER NEW PUBLISHED

83,815  
ARTICLES - REACH BY PAGE VIEWS

30,151  
TOTAL NUMBER OF SUBSCRIBERS TO EDMS (ALL LISTS)

10,589  
INSTAGRAM FOLLOWERS

23,069  
FACEBOOK PAGE LIKES

24,585  
FACEBOOK FOLLOWERS

1,083  
LINKEDIN FOLLOWERS

2,912  
TIKTOK FOLLOWERS



# Media engagements

Parenting Place is regularly engaged by New Zealand media to provide topical parenting information across television, radio, print and digital channels. Over the last two years, we have developed strong relationships with media as networks sought helpful and relatable parenting information in response to COVID-19 lockdowns and the pressure of working from home. These last few years have put more of a spotlight on the juggle of family life, with media recognising parents' increased need for support.

Our current team of presenters is comprised of parent coaches, psychologists and experienced communicators who cover a wide range of topics and perspectives, informed by evidence and grounded in their own everyday experiences of parenting.

27  
TV APPEARANCES

182  
RADIO APPEARANCES



## What has been achieved over the past year?

It has been encouraging to see our media relationships grow and strengthen over the past year, resulting in a significant number of media appearances spanning television, radio, print, online and podcasts. Our parenting content is consistently well-received, and we are trusted to speak into a broad range of parenting topics and challenges, from preschool through to teenage years.

Key to the success of our media activity over the past year has been our online article library, the insights and experience of our parent coaches and our media representatives who confidently and knowledgeably contribute to parenting conversations as they arise. It is the combination of these factors that has enabled us to cement our position as the trusted 'go-to' voice on parenting in Aotearoa.

Throughout the last 12 months of media engagements, we covered topics such as:

- Supporting kids in sport
- Talking to kids about grief and loss
- School holiday connections for working parents
- How to talk to kids about vaping
- Impacts of technology on mental health
- Managing screen-time and devices
- Supporting kids with big emotions
- Parenting through big or scary events
- Talking to kids when money is tight

## What were some challenges over the past year?

With a number of large marketing, digital and redevelopment projects in progress this year, the availability of our media presenter team has been limited compared to previous years. Given the 'last-minute' nature of radio and television, at times this has meant we have had to decline opportunities or prepare for interviews under significant time pressure.

### Key media partners

- The AM Show - TV3
- The Project - TV3
- Breakfast - TVNZ
- OneNews - TVNZ
- Seven Sharp - TVNZ
- Whakaata Māori
- MoreFM Nationwide
- LifeFM
- Rhema
- The Hits
- Coast Breakfast
- RNZ
- NewstalkZB
- NZ Herald



# Summary of financial statements

The full set of financial statements are available at [parentingplace.nz](https://parentingplace.nz)

## Parenting Place Charitable Trust Statement of Financial Position as at 30 June 2023

	2023	2022
	\$	\$
<b>Current Assets</b>		
Cash and Cash Equivalents	297,885	213,841
Accounts Receivable (less provision for doubtful debts)	53,086	55,146
Inventory	14,032	17,977
Prepaid Expenses	24,016	22,003
<b>Total Current Assets</b>	<b>389,019</b>	<b>308,967</b>
<b>Non-Current Assets</b>		
Property, Plant and Equipment	12,776,171	16,565,853
<b>Total Non-Current Assets</b>	<b>12,776,171</b>	<b>16,565,853</b>
<b>Total Assets</b>	<b>13,165,190</b>	<b>16,874,820</b>
<b>Current Liabilities</b>		
Accounts Payable and Accruals	(153,262)	(144,029)
Finance Leases	-	(7,336)
Bank Overdraft	(226,251)	(86,058)
Current Portion of Term Loans	(208,977)	(118,977)
Income in Advance	(42,516)	(74,386)
Provision for Holiday Pay	(72,683)	(67,951)
<b>Total Current Liabilities</b>	<b>(703,689)</b>	<b>(498,737)</b>
<b>Non-Current Liabilities</b>		
Long Term Loans	(228,977)	(237,954)
<b>Total Non-Current Liabilities</b>	<b>(228,977)</b>	<b>(237,954)</b>
<b>Total Liabilities</b>	<b>(932,666)</b>	<b>(736,691)</b>
<b>Trust Funds</b>	<b>12,232,524</b>	<b>16,138,129</b>

The Board of Trustees authorised the financial statements for issue on:



Tuhi Isaachsen  
Chairperson  
Date: 25 October 2023



Dave Atkinson  
CEO  
Date: 25 October 2023



**Parenting Place Charitable Trust**  
**Statement of Movement in Net Assets**  
**for the year ended 30 June 2023**

	Accumulated comprehensive revenue and expense	Revaluation reserve	Total trust funds
	\$	\$	\$
<b>As at 1 July 2022</b>	<b>5,187,970</b>	<b>10,950,158</b>	<b>16,138,128</b>
Deficit for the period	(379,031)	-	(379,031)
Other comprehensive revenue	-	(3,526,573)	(3,526,573)
<b>Total comprehensive revenue and (expense)</b>	<b>(379,031)</b>	<b>(3,526,573)</b>	<b>(3,905,604)</b>
<b>As at 30 June 2023</b>	<b>4,808,939</b>	<b>7,423,585</b>	<b>12,232,524</b>
<b>As at 1 July 2021</b>	<b>4,905,965</b>	<b>10,950,158</b>	<b>15,856,123</b>
Surplus for the period	282,005	-	282,005
Other comprehensive revenue	-	-	-
<b>Total comprehensive revenue and (expense)</b>	<b>282,005</b>	<b>-</b>	<b>282,005</b>
<b>As at 30 June 2022</b>	<b>5,187,970</b>	<b>10,950,158</b>	<b>16,138,128</b>

**Parenting Place Charitable Trust**  
**Statement of Comprehensive Revenue and Expense**  
**for the year ended 30 June 2023**

	2023 12 months \$	2022 12 months \$
<b>Revenue from Non-Exchange Transactions</b>		
Donations	1,280,967	1,265,993
Sponsorship	217,237	407,010
Ministry of Social Development Funding	596,283	956,876
	<b>2,094,487</b>	<b>2,629,879</b>
<b>Revenue from Exchange Transactions</b>		
Fees	381,939	326,869
Book Sales	9,013	14,595
Advertising Revenue	-	525
Workshop Sales	-	2,449
Other Income	-	18,711
Rent Received	882,475	765,379
	<b>1,273,427</b>	<b>1,128,529</b>
<b>Total Revenue</b>	<b>3,367,914</b>	<b>3,758,407</b>
<b>Expenses</b>		
Staff Costs	(2,432,900)	(2,238,223)
Book Cost of Sales	(4,364)	(6,095)
Communications	(84,174)	(85,076)
Programme Costs	(167,874)	(162,574)
Workshop Costs	-	(1,800)
Travel and Vehicle	(22,015)	(19,939)
Office Administration	(159,673)	(132,742)
Rental and Operating Leases	(11,644)	(46,181)
Information Technology	(90,236)	(77,842)
Insurance	(16,728)	(23,525)
Bank Fees	(12,747)	(12,270)
Bad Debts	(8,584)	(132)
Professional Fees	(7,062)	(9,920)
Property Expenses	(322,210)	(290,492)
<b>Total Expenses</b>	<b>(3,340,211)</b>	<b>(3,106,811)</b>
<b>Net Operating Surplus</b>	<b>27,703</b>	<b>651,597</b>
Interest Income	892	127
Interest Expense	(31,471)	(23,934)
Depreciation	(380,514)	(386,320)
Gain on disposal of assets	4,358	40,537
<b>Surplus/(Deficit) for the Year</b>	<b>(379,031)</b>	<b>282,005</b>
<b>Other Comprehensive Revenue and (Expense)</b>		
Revaluation gain on property, plant and equipment	(3,526,573)	-
<b>Total Comprehensive Revenue and Expense for the Year</b>	<b>(3,905,604)</b>	<b>282,005</b>



Parenting Place Charitable Trust  
Statement of Service Performance  
for the year ended 30 June 2023

Outputs

Programme	Metric	FY23	FY22
Toolbox	Toolbox courses delivered	90	91
	Toolbox course participants	879	606
Building Awesome Whānau	Building Awesome Whānau courses delivered	74	64
	Building Awesome Whānau course participants	443	405
Space	Space courses delivered	361	326
	Space course participants	5138	4567
Parent coaching	Parent coaching courses delivered	416	370
	Parent coaching course participants	305	286
Presentations	Community presentations delivered	37	29
Digital offerings	Website total visitors	104,963	104,204
	Website total pages viewed	242,329	312,721
	Instagram reach	332,446	176,395
	Instagram followers	10,589	4,700
	Facebook reach	354,699	513,972
	Facebook followers	24,585	23,500
	Articles - total number live	208	169
	Articles - total number new published	63	80
	Articles - reach by page views	83,815	117,279
Public relations	Total number of subscribers to EDMs (all lists)	30,151	26,731
	TV appearances	27	24
	Radio appearances	182	151





# Key partners and supporters

Thank you to all our supporters for contributing to our work over the past year. Your support helps us serve the needs of whānau across Aotearoa.

We are truly grateful!

## Key corporate partners

 **sentinel** homes

**the warehouse** 

 **TOYOTA**

## New Zealand Government

 **ORANGA TAMARIKI**  
Ministry for Children

## Business supporters

ABS Electrical

Bell Gully

Business Technology Group BTG

Erskine Owen

Home Construction

Raizor New Zealand

Rotary Club of Newmarket

Wagener Stoves

## Trusts and Foundations

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David Levene Foundation

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Four Winds Foundation Limited

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Kaiārahi Trust

Lottery National Community Committee

Matua Foundation

Maurice Carter Charitable Trust

New Zealand Christian Foundation

Otama Missionary Trust

Pacific Charitable Trust

Pub Charity

Rātā Foundation

Robert Horton Memorial Trust

The Molly Fulton Family Fund

Waidale Missionary Trust

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