





Contents

04	From Our Chair
06	From Our CEO
08	Who We Are
10	Our People
12	From Our Pou Tangata
14	Our Programmes
16	Space
18	Toolbox
20	Building Awesome Whānau
22	Parent Coaching
24	Parenting Talks
26	Digital Offerings
28	Podcast
30	Media Engagements
32	Key Corporate Partners and Supporters
34	Auditor's Report
36	Financial Statements



From Our Chair

Parenting has always been, and will always be, one of the most challenging, rewarding and important roles in society.

In good times, parents cultivate confidence, love and character in their children so that when the hard times come – which they invariably do – the entire whānau have deep wells of resilience to draw from.

Over the last year, many families have had to draw from those wells, yet with the maintenance of wise habits and routines, they continue to thrive. Other whānau have faced their most challenging year yet and have needed additional support to get them through. This is perfectly understandable and perfectly wise.

The team at Parenting Place feels honoured to play a small but hopefully significant role in this support – helping parents across Aotearoa, no matter what season they're in, to be the best parents they can be. Through our mahi, we give them the confidence and tools to help their children feel deeply loved, safe and secure, setting them up for a flourishing future.

Like many of us, Parenting Place has experienced ups and downs over the last year. But right now, I want to focus on the highs.

Over the last few years, we have worked hard to adapt our offerings to meet the needs of the current generation of parents. In June 2024, we launched our first online course, *Untangling Anxiety: Supporting kids through worry and fear*, and already, families are benefiting from its wisdom. With parents busier than ever, our online courses really couldn't have come at a better time, and with more courses in the pipeline, I am excited about what this new era of digital learning will bring for parents across the motu.

We also launched an updated Space curriculum. A huge effort went into this new resource to further strengthen a wonderful curriculum that benefits new parents and tamariki at such a crucial stage – the first year of life.

As I reflect on the past year, I would like to acknowledge the Parenting Place leadership team, with Dave at the helm as CEO, and the many staff members behind the scenes who work so hard. The way they have navigated this past year with wisdom and humility has been exemplary.

I would also like to show my deep appreciation to the many individuals, organisations and trusts that have continued to support our work despite the challenging environment. Their belief in our mission has enabled us to offer our services at affordable prices to families across New Zealand, removing barriers to access the support they so desperately need.

I am also grateful for our talented Board who continue to lead our mission with passion. In the New Year, I look forward to welcoming new Board members to the team who will no doubt bring fresh perspectives and deep expertise to help us further our impact.

I am confident that no matter what the next year brings, our organisation is in good heart and in good hands. And thanks to the support that Parenting Place offers at every stage and in every season, families across Aotearoa will continue to thrive.

Ngā mihi nui,

A handwritten signature in black ink, appearing to read 'Tuhi Isaachsen'. The signature is fluid and cursive, written over a light blue horizontal line.

Tuhi Isaachsen
Parenting Place Board Chair

“Over the last few years, we have worked hard to adapt our offerings to meet the needs of the current generation of parents.”



From Our CEO

One of the greatest privileges of working for Parenting Place is partnering with community organisations across Aotearoa. I am continually inspired by the hundreds of individuals working to support parents every day – not just through providing education and guidance, but also by being a reassuring presence in their time of need. Recently, while attending a Building Awesome Whānau training, I sat with 15 such individuals, all learning to deliver this course in their communities. Many shared that their own challenges as parents motivated them to support others facing similar struggles. I saw first-hand that by supporting parents, we are building stronger communities and investing in hope for Aotearoa – something we all need.

As a parent myself, the need for parenting support feels self-evident. The slow erosion of the ‘village’ that once supported parents has left many feeling isolated, juggling the demands of modern life and feeling guilty about the amount of time they can spend with their children. A recent international study found that 48% of parents reported feeling so overwhelmed by the stress of parenting that it interfered with their ability to function most days.

At Parenting Place, we know the research is clear: the most important protective factor for children is having at least one engaged, attuned and predictable adult in their lives. It’s not about being perfect. We often remind parents that it’s about being “good enough.” Our role is to walk alongside parents, offering evidence-informed advice, cheering them on and reminding them that they are enough. As Dr Dan Siegel says, “You don’t have to try too hard to have fun with your preschooler. Just being with you is paradise for him.” We work across a wide spectrum of needs, from parents working to regain custody of their children to those simply seeking strategies to manage the stress of modern parenting. Ultimately, the beneficiaries of this work are the children.

This year has been challenging for parents – and, likewise, for our organisation. Economic pressures, high interest rates and funding cuts have created hurdles for families and reduced resources for charities

supporting them. Despite these challenges, we have adapted and made significant strides in finding new ways to offer support. Encouragingly, demand for our services continues to grow, with numbers returning to pre-COVID19 levels and more growth projected in the coming years. This affirms the ongoing need for parenting support in our communities.

I want to extend my heartfelt thanks to our supporters who have enabled our work over the past year. In particular, I would like to acknowledge two key partners: the Wright Family Foundation and Sentinel Homes, who went above and beyond to support families through our work in these challenging times.

Looking ahead, I am filled with optimism. While parents are still facing continued challenges, uncertainty and pressure, the heart of our message remains the same: strong, resilient communities start with strong, connected families. Families thrive when parents come alongside their children, stay curious about their inner worlds and remain connected through life’s ups and downs. Our mission is to empower parents to be a safe, loving presence for their children, so that every child in Aotearoa grows up knowing they are deeply loved.

Ngā manaakitanga,

A handwritten signature in black ink, appearing to read 'Dave Atkinson'.

Dave Atkinson
Parenting Place CEO

“Our role is to walk alongside parents, offering evidence-informed advice, cheering them on and reminding them that they are enough.”

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

We recognise that every family can benefit from good parenting information and encouragement, and that all relationships can flourish when nurtured. We also believe that healthy, loving families can transform communities.

We know that parenting is the hardest job many people will ever do. That's why Parenting Place is here – to ensure parents feel confident in the relationships they are building with their growing tamariki at every age and stage.

- We inspire** parents by offering hope for families.
- We equip** parents with information and strategies.
- We journey** with parents through key transition times.

As a non-profit organisation – a charity with a heart for New Zealand families – we are supported by individual donors, corporate partners, trusts and government funding. This enables us to maintain our position as a trusted voice on parenting in Aotearoa. Inspired by our ambitious vision and compelling mission, we draw on the latest research and 30 years of practical, hands-on experience to deliver parenting courses, one-on-one parent coaching, parenting talks, media interviews, articles and online resources to support whānau throughout our nation.

Vision

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

Mission

Supporting parents* to build strong family relationships.

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

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



Our *people* are our greatest asset. They tenaciously carry the heart and mission of Parenting Place in all their mahi.

We continue to keep our kaimahi (staff) well-being (along with that of their whānau) a priority. Connection is also prioritised, especially for our kaimahi who work remotely. In the past year we have facilitated three team days to promote whānaungatanga and learning, including a two-day gathering – Ako ki Tāmaki – where we focused on aspects of Auckland’s story, including time spent at Bastion Point listening to the deep history of Ngāti Whātua Ōrakei.

We are deeply proud of our kaimahi and grateful for their thoughtful and conscientious outworking of our organisation’s values.

Our Senior Leadership Team



CEO
Dave Atkinson



Pou Tangata
Pio Terei



Marketing Director
Kim Smith



Finance & Operations Director
Amanda Wood



Director of Partnerships & Programme Delivery
Trevor Starr

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.



Poipoia te kākano kia puāwai
Nurture the seed and it will bloom

The *need* for more support, techniques and information around *parenting* and relationships has increased over the last year, with mass job loss, the cost of living and all the accumulated pressure laying a heavy burden on New Zealand whānau.

I am pleased to say that Parenting Place continues to offer a beacon of hope for those who need to regroup and stabilise their situation.

The key for us moving forward is providing practical information that can be accessed at a time and place that suits busy parents. That's why our online initiatives are crucial to empowering parents to make the necessary changes to help their whānau flourish.

Ngā mihi mahana,
Pio Terei, MNZM



Our *mahi* is to inspire, equip and support families across the motu to thrive.

We collaborate with a variety of community organisations to deliver three of our core programmes: Space, Toolbox and Building Awesome Whānau. 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 (steward) 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. And to connect with parents digitally, our website and social media channels are a rich source of useful content.





377 courses
delivered

5,343 participants
attended

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.



What has been achieved over the past year?

This year, we completed the redevelopment of the Space curriculum for facilitators and developed session videos and handouts for parents to support and embed their learning. To ensure our partners were ready to deliver the redeveloped curriculum in February 2024, all facilitators took part in an online, self-guided redevelopment training session. More than 200 Space facilitators completed this training in November and December 2023.

Continually improving training for our facilitators has been a key focus. Throughout 2024, we have had the pleasure of working with Clare Horrobin, Learning Director at Horrobin Learning, to ensure we follow best practice as we reframe the learning model. We have successfully piloted our new training both in person and online and refined the training based on extensive participant feedback and review. The new training is robust, memorable, and creates more learning accountability for facilitators and the opportunity for ongoing development as part of the certification process.

To support our new curriculum and with our eye firmly on growth for Space in the next year, we have produced new promotional material. This includes a new video featuring Space parent Izzah and her baby Rehma. It was a pleasure to work with this young family who generously welcomed us into their home and shared their Space journey with us. We have also developed social media material that our partners can use to further promote Space.

We work with amazing partners who last year delivered 377 Space courses to 5,343 parents. Playcentre continues to champion Space by running over 300 courses annually. Space continues to expand into the regions with new groups starting in Mosgiel, Timaru, Oamaru, Invercargill and Napier. Through Space, we are committed to ensuring that responsive postnatal support is an integral part of having a baby in Aotearoa New Zealand. Winning silver in the 'best preschooler activity' category of the 2024 OHbaby! Awards was a great acknowledgment of Space's impact on families across the country.

What were some challenges over the past year?

Rising living costs are putting new parents under increasing pressure and forcing many of them to return to work earlier than they would like. Consequently, many of our Space partners are moving to twenty-week courses. The demand for Space continues to grow, but the current obstacle to growth is finding and training facilitators in a timely manner. However, with the addition of our new online training we are better able to meet the demand, particularly in the regions.

Key community partners

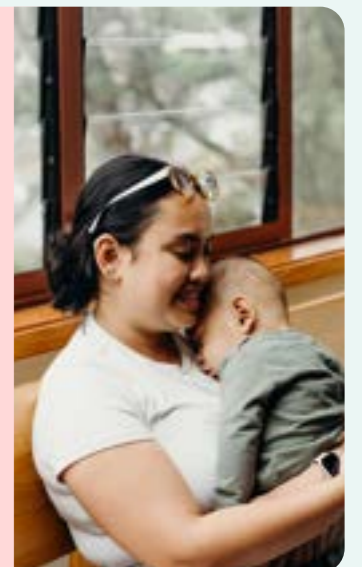
- Playcentre Aotearoa
- Auckland Anglican Diocese
- Southern and Westcoast REAP
- Salvation Army

and more community organisations across the motu.

Space parent, Izzah's story

“A lot of the main challenge as a new parent was having a lot of doubts. As a new parent, everything you learned kind of went out the window and you keep reminding yourself of the things you read and everything, but you still have so much doubt. You have no idea what's going on, right? So I was always second guessing myself, and I'll ask my partner, and he would second guess himself, so it's just kind of like a domino effect and everything like that.

Being at Space, just talking to different mums and dads and talking to the facilitators, we could reassure ourselves that we're doing the right thing. And if we're doing, I wouldn't say the wrong thing, but something different, we could reflect on it and see if we could do something else. So, for me, I would bring up Rehma's sleep and get help with that. The community at Space really made a difference to my experience as a first-time mum.”





98 courses
delivered

1,003 participants
attended

Toolbox delivers evidence-informed practical strategies, ideas and insights to inspire and equip parents on their parenting journey – wherever they're up to!

Over six weeks, there are plenty of opportunities for discussion and questions as parents are encouraged to see that all behaviour is communication and an invitation to connect.



What has been achieved over the past year?

We are continuing to expand our Parenting Place Online Toolbox courses and facilitation team. The online courses have consistent numbers and the goal is to continue to grow these numbers through increasing communication with schools and ECE's across Auckland followed by the rest of New Zealand.

The advantage of offering Toolbox via Zoom is that parents can attend from all over the motu – from Kaitiaki to Bluff. Busy parents don't need to travel or pay for a babysitter – a bonus saving with living costs on the rise.

Our amazing community partners continue to grow steadily, with 26 partners delivering Toolbox this year. We also trained 12 additional organisations that ran courses in the second half of 2024. Over the year we have trained 40 new facilitators and provided updated training to 19 existing facilitators.

We hosted two Toolbox Professional Development webinars for facilitators – *The Anger Iceberg* and *Untangling Anxiety*.

As part of our initiatives to grow awareness of Toolbox we have been meeting with social workers in schools (SWIS) in both Canterbury and Auckland and promoting Toolbox. We have also had the privilege of presenting to Waitematā District Health Nurses and will continue to do this across other regions in New Zealand.

What were some challenges over the past year?

Rising living costs have seen increasing requests for financial support for parents enrolling in Toolbox. The increasing financial strain on families is evident and many parents are overwhelmed.

A key challenge affecting some of our long-standing Toolbox partners is the reduction in the number of volunteers since COVID. This has meant some of our partners are no longer able to run Toolbox. To ensure parents can still access courses, these partners are directing parents to the online courses that are running every term.

Key community partners

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

and many other community organisations across the motu.

“I think every parent should go on the Toolbox course. I was clueless about teen changes and thought it was just my family. It has taken the pressure off and given us all a new attitude towards life in general. It was one of the most practical and relevant courses I have been on as a parent. I think it has saved our family.”

“The Toolbox course has helped us be better parents. It has given us more ideas and tools to manage emotions and behaviour and has facilitated conversations with my husband to help streamline our parenting.”

“The Toolbox course has brought peace in my household. We still have our issues from time to time, but we respond to situations in a better and more efficient manner.”

BUILDING AWESOME WHĀNAU

120 courses
delivered

843 participants
attended

Building Awesome Whānau is a six-session course for parents and whānau raising tamariki aged 2–13 years.

Designed through a well-being lens, Building Awesome Whānau draws from mātauranga Māori and western science to create a kaupapa that is uniquely Aotearoa.

Nāu te rourou, nāku te rourou ka ora ai te iwi
With your food basket, and my food basket the people will thrive



What has been achieved over the past year?

In 2024, we continued the fulfilment of our mahi in 2023 around the re-imagining of Building Awesome Whānau through a lens of hauora Māori. Our focus was on how to best support our facilitators to ensure a smooth transition from the previous version to our current Building Awesome Whānau content. This was achieved through prioritising whānaungatanga with our partners, with an emphasis on 'kanohi ki te kanohi' (face to face) as part of our delivery of both updates and general training. This approach ensured all facilitators who deliver this kaupapa felt confident and supported. The result was the training of 174 facilitators with 86 of those receiving update training.

The importance of hāpori (community) has been evident through this process, in particular, the role our partners play in making Building Awesome Whānau accessible to whānau across Aotearoa.

What were some challenges over the past year?

Across the sector, the common challenge that has been communicated has been around the fiscal impact we face as a nation. The result on whānau ability to access parenting programmes by our many partners has been strained because of this.

In response, we were able to access funding from Pub Charity and introduce an offer of 'free fees' to whānau for Building Awesome Whānau courses in term 2. The initial feedback from partners has been positive with the offer also yielding a 48% increase compared to 2023. We will continue to make this offer available for the rest of 2024.

Key community partners

- The Salvation Army
- Solomon Group
- Jigsaw North Manaaki Whānau Services
- Awarua Whānau Services

and many other community organisations across the motu.

“I am writing to express my sincere gratitude and appreciation for the exceptional work undertaken in updating the Building Awesome Whānau course. The impact it has had on the women who completed the programme has been truly remarkable.

The incorporation of Te Ao Māori into the course has added a profound dimension, rendering it not merely an educational experience but also a celebration of culture and connection. The contextualisation of real-life situations and the provision of practical tools have been instrumental in making the learning experience both pertinent and empowering.

In essence, the Building Awesome Whānau course has become a beacon of empowerment, fostering a sense of community and strength among its participants.

Thank you for your commitment to making a positive difference in the lives of individuals and communities. The Building Awesome Whānau course stands as a testament to the transformative power of education when thoughtfully crafted and delivered.”

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.

What has been achieved over the past year?

The Parent Coaching team have supported New Zealand parents with 624 Parent Coaching sessions in the 23-24 financial year.

There were 380 online sessions and 244 in-person sessions. The most common reasons for referral were challenging behaviour, children struggling to manage their emotions, parents feeling overwhelmed or powerless and parenting style differences (between the parents). Clients choose coaching because it is tailored to their context and needs. Parents often comment that coaching has been a therapeutic experience, as it is a safe space for them to talk about their parenting with each other, and with a coach.

Parenting Place has continued to offer a multi-session coaching model. This approach has been articulated on the Parenting Place website and is explained again in introductory sessions with clients. Parents have been very willing to attend three sessions and express that this makes perfect sense. This way of working provides parents with greater momentum and accountability to implement new parenting ideas.

Parenting Place has recently had a focus on networking with GP practices, as GPs see many worried or isolated parents struggling with their children's behaviour and needing support. A new

624 parent coaching sessions

356 parent coaching participants

Parent Coaching brochure has been created and distributed to medical practices. And where possible, Parent Coaches have also spoken at GP staff meetings to inform them of our services.

We have noticed the continued cost of living pressure on families, with many clients mentioning the financial hardship they are facing. In this financial year we have provided 100 subsidised sessions to financially strained or low-income families. (We have reduced the fee for Community Service Card holders to \$30). This reduced rate has been made possible by a generous supporter.

Our part-time teen specialist coach has been doing a wonderful job supporting parents of teenagers and parents have found her extremely helpful. We have provided parents of teenagers with 98 Coaching sessions this financial year which has strengthened the support that we offer to families.

What were some challenges over the past year?

The financial climate has been difficult this year, and booking numbers reflected this challenge. By the last quarter of the financial year, our booking numbers were more robust and consistent.



“ My experience of my first coaching session was very much that I was listened to. I came away with a sense that not only I had been given really useful information, but that I was doing an okay job as a parent, and that felt really validating.”

“ Our daughter is doing really well. The screaming is way more manageable than before as we now have skills and an understanding of what's going on for her. I'm so grateful for the sessions. Thank you for your support!”

“ I strongly believe every family could benefit from doing parent coaching. Having someone as a sounding board to talk through parenting challenges, who listens with warmth, without bias, and with a wealth of knowledge and suggestions to share has been invaluable for my family.

Accessing a subsidised fee has also helped me to do a number of sessions over a period of time, as often there are no short term fixes!

With the parenting information overload, a coach helps to simplify and helps you make pragmatic changes.”

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.

52 talks delivered

2,496 participants



What has been achieved over the past year?

Parenting Talks are perfect for bringing parents together to tackle some of the big issues facing families wherever they are on their parenting journey. Hosted by workplaces, schools, corporate and community organisations, Parenting Talks provide timely encouragement for parents to relook at their practices and adopt fresh strategies and parenting tools.

With 30 years of experience presenting to thousands of parents across Aotearoa New Zealand, Parenting Talks are informative, inspiring and are delivered from a place of empathy and hope. Content is topical, practical and evidence-informed, drawing on the latest research.

For many parents, a Parenting Talk will be enough to encourage and reinvigorate them to reset some of their parenting practices. For others, it will highlight that they need a bit more support to get their parenting back on track.

Our key Parenting Talks include:

- Kind, Firm, Calm
- Raising confident and resilient kids
- Supporting your child through anxiety and worry
- Tackling technology
- Building an awesome whānau
- Staying connected in the teen years

Talk development

We are continuously developing our Parenting Talk content to ensure we stay relevant to current parenting challenges. Some topics tug on the heart strings of parents across the board.

“Parents were in tears after listening to 'Love Languages' presented by Sheridan during her workshop as they felt heard, supported and excited about having some practical tools to take home and implement.”

Currently, anxiety in children and the ramifications of technology top parents' lists. Parenting Place speaks into these pain points with wisdom, relatability, practical strategies and evidence-informed content, drawing on the latest research.

We have worked with Holly Brooker from Makes Sense, a movement to regulate harmful digital content, to further develop our *Tackling Technology* talk. This talk now incorporates the most up-to-date research to further equip parents with practical information and tools to manage and support their children's device use.

Our newest talk, *Supporting your child through anxiety and worry*, has been developed to help parents as they support their children through anxiety. This talk aims to give parents simple, practical strategies to help them manage their children's big feelings and anxious thoughts.

Another area of growth for Parenting Talks is supporting and equipping parents as their children transition to school. This is a key adjustment time for children and parents alike. Our transition to school workshops help parents support their children to thrive as they begin their learning journey.

What were some challenges over the past year?

Growing awareness of Parenting Talks has been a focus for us this year and we have invested in a key role to ensure that schools are aware of the work we do in this space. The impact of this role is starting to be felt with increasing numbers of talks being booked by schools.

“I found the phrase “playfulness is an atmosphere changer” has stuck in my mind. Reminding me that kids are not adults and to turn my fun up. I found it useful to know what I am doing well but also related to the parts I could improve on. I found it awesome when they talked about how often kids emotions are “bumping” into our emotions and triggers. It reminded me to not feel guilty but to just try again.”

Our Digital offerings provide topical, helpful parenting information through our website articles, email newsletters and social media posts and videos.

Parenting Place are expanding our reach in the digital space with the launch of self-guided parenting courses available at parentingplace.nz

“Helpful content, practical strategies and it was great to be able to listen to while multitasking with household chores”

“This course gives a lot of information and advice in a very constructive way. I can see now that parents need to be emotional coaches and model how we manage our own anxieties, fear and anger.”

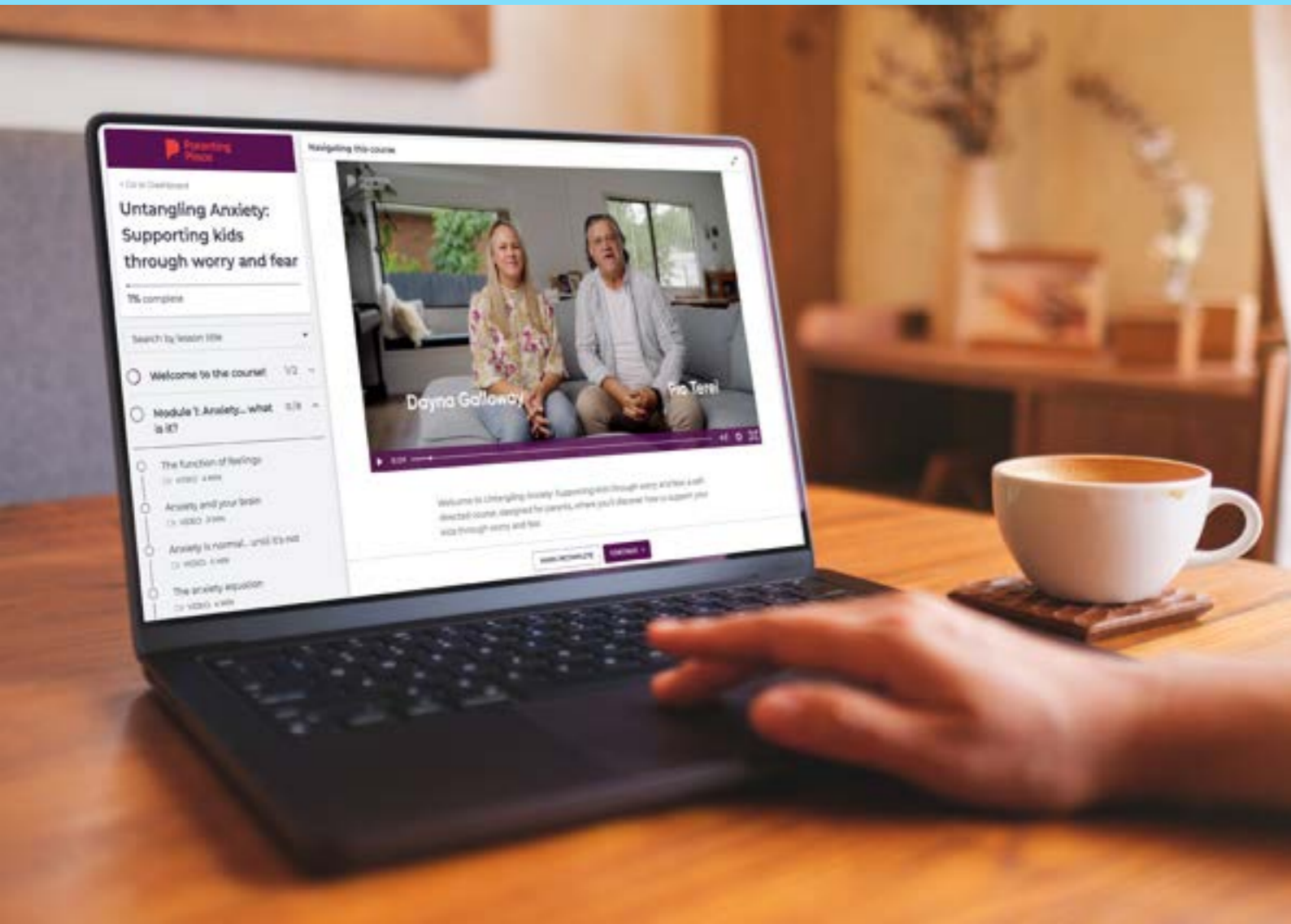
What has been achieved over the past year?

During this financial year, Parenting Place developed a new self-guided online course, *Untangling Anxiety: Supporting kids through worry and fear*, with expertise from clinical professionals and parent coaches to help parents and caregivers navigate their child's big feelings and worries.

Launched in June, this is the first in a series of online self-guided, modular courses featuring bite-sized videos, illustrative footage, real-life parenting stories and downloadable resources. Lifetime access gives parents and caregivers the opportunity to work through each module at their own pace and in their own time from anywhere online.

What were some challenges over the past year?

The current economic climate has impacted our ability to resource our digital strategy over the last 12 months. As we are moving more of our parent education online, including facilitator trainings and direct to parent resources, being able to fund our digital transformation remains an organisation priority.



01 July 2023 – 30 June 2024

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

As of at 30 June 2024

104,289	Website total visitors
304,793	Website total pages viewed
221,820	Instagram reach
219,689	Facebook reach
207	Articles total number live
83,684	Articles reach by page views
33,329	Total subscribers to eDMs (all lists)
12,504	Instagram followers
24,804	Facebook followers
1,165	LinkedIn followers
3,189	TikTok followers



In October 2023 we launched the first season of *Parents We've Met*, a parenting podcast co-hosted by our senior Parent Coach Jenny Hale and presenter Dayna Galloway.

We chose to explore podcasting as a medium to extend our reach to a wider parenting audience and provide inspiration, hope, advice, practical tools and companionship through humour and storytelling.

Produced by our in-house team, *Parents We've Met* is shaped around candid chats with well-known New Zealand parents, peppered with practical parenting advice and reflections from Jenny Hale. Season One features special guests including comedian and actor Josh Thomson, former Netball Silver Fern Sulu Fitzpatrick, sex and relationship therapist Jo Robertson and Parenting Place's Pou Tangata Pio Terei. The conversations delve into a wide range of topics, from social media and tricky behaviours, to grief, loss and mental health.

5,638 downloads across all podcast platforms

800+ plays for top episode



What has been achieved over the past year?

The podcast project has been a first for our team, but we are proud of what we have pulled off in a short space of time. *Parents We've Met* went from a fledgling idea to a 10-episode podcast series that has continued to grow an audience of listeners beyond the initial promotional period.

The success of the first season has enabled us to confidently engage a media partner to help us further the reach of *Parents We've Met* and continue producing more episodes.

What were some challenges over the past year?

Without access to a dedicated recording studio or space, maintaining consistency of podcast audio was a challenge, as was the extra time required for the team to set up audio and video equipment off-site for each new episode.

“I'm really enjoying this podcast. Each episode has a different vibe with a fresh guest on a new journey, but it's always relatable and entertaining and sprinkled with parental gems. It's fast becoming a Monday morning commutable treat.”

“Some podcasts you listen to make you laugh and make you think, and Parents We've Met does both beautifully. I love hearing the comedic realities of parenting as well as the amazing gems of wisdom from Dayna and Jenny.”

An important and much-loved part of our weekly mahi is sharing practical, hopeful advice and real-life parenting experiences via regular media engagements.

Our skilled media presenters regularly appear on TV and radio, in print and online media, equipping and inspiring parents across Aotearoa with tips and advice to tackle topical parenting questions and challenges. Through nurturing our media relationships, we have become a trusted voice of parenting in Aotearoa.

“ Working with Parenting Place is a pleasure! They are so knowledgeable and always eager to help us at More FM (& The Breeze) with any parenting issues we discuss on the air. They always put forward the best talent who get our audience needs.”

– David Rybinski, More FM Executive Producer and Regional Breakfast Producer

15 TV appearances

96 radio appearances

What has been achieved over the past year?

The New Zealand media landscape has been in a constant state of flux over the past year, with a shift away from traditional media and increased focus on publication and duplication of stories online, on social media and podcasting platforms. While this has meant less television opportunities for our media team, it has opened up many new exciting media relationships and fresh opportunities to share our insights and experiences in an online space.

We constantly seek to align our media engagements with the needs of parents across Aotearoa, and in this past season we have seen and responded to a growing demand for guidance on how to navigate the digital world as a parent. This has led to the publication of a regular series of articles covering different technologies and social media apps, and sharing tips, advice and commentary via the media on a wide range of topics relating to kids and technology, alongside our usual topics of conversation.

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

- Reining in screen-time after the holidays
- Kids and smartphone use
- Impacts of technology on teen mental health
- Letting kids be bored
- Helping kids make sense of the news
- Supporting kids in sport
- Teenage autonomy and communication
- Kids and Snapchat
- Kids and TikTok
- Sexting and sextortion

What were some challenges over the past year?

With a continued focus on our future digital offerings for parents, our media team capacity has been limited compared with previous years, which when coupled with a changing media landscape has resulted in less TV and radio appearances. However, the launch of new projects, like the *Parents We've Met* podcast and a continued focus on creating helpful, relatable content, has resulted in a significant increase in reach and engagement across our social media platforms.

Media we've featured in:

- The AM Show (TV3)
- 1News (TVNZ)
- Newshub (TV3)
- The Project (TV3)
- Whakaata Māori
- MoreFM Nationwide
- LifeFM
- Rhema
- The Hits
- RNZ
- NewstalkZB
- NZ Herald
- UNO Magazine



Thank you to all our *supporters* for contributing towards our mahi over the past year. Your support helps us *serve* the needs of whānau across Aotearoa. We are truly grateful!

Key Corporate Partner



Key Community Partner



New Zealand Government



Business Supporters

- Bell Gully
- Business Technology Group BTG
- Entire Electrical Solutions North Island Ltd
- Erskine and Owen Financial Advisory Limited
- Home Construction
- Kemps Weir

- Paki-iti Farms Ltd
- Raizor New Zealand
- Sustainable Properties Investments
- Synergy Technologies
- Tax Traders
- The Warehouse Group

Trusts and Foundations

- Caleb No 2 Trust
- Charles Rupert Stead Trust
- Crayburn Farm Trust
- David Levene Foundation
- Foundation North | Pūtea Hāpai Oranga
- Garrylyn Trust
- Kaiārahi Trust
- Lottery National Community Committee
- Matua Foundation
- New Zealand Christian Foundation
- Otama Missionary Trust

- Pageo Charitable Trust
- Pub Charity Limited
- Rātā Foundation
- Robert Horton Memorial Trust
- Simplicity Foundation
- South Otago Mission Trust
- The Lion Foundation
- The Molly Fulton Family Fund
- Waidale Missionary Trust
- Wilberforce Foundation



PO Box 217125, Botany Junction, Auckland 2164
info@charityaudit.nz www.charityaudit.nz



INDEPENDENT AUDITOR'S REPORT

To the Trustees of Parenting Place

Opinion

We have audited the accompanying Performance Report of Parenting Place on pages 36 to 47, which comprises the Entity Information, the Statement of Service Performance, the Statement of Financial Performance and Statement of Cash Flows for the year ended 30 June 2024, the Statement of Financial Position as at 30 June 2024, a Statement of Accounting Policies and Notes to the Performance Report.

In our opinion, the accompanying Performance Report presents fairly, in all material respects:

- the entity information for the year ended 30 June 2024;
- the service performance for the year ended 30 June 2024, in that the service performance information is appropriate and meaningful and prepared in accordance with the entity's measurement bases or evaluation methods;
- the financial position of Parenting Place as at 30 June 2024, and its financial performance, and cash flows for the year then ended,

in accordance with the Tier 3 (NFP) Standard issued by the New Zealand Accounting Standards Board of the External Reporting Board (XRB).

Basis for Opinion

We conducted our audit of the Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows, Statement of Accounting Policies and Notes to the Performance Report in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)), and the audit of the Entity Information and Statement of Service Performance in accordance with New Zealand Auditing Standard 1 (Revised) 'The Audit of Service Performance Information' (NZ AS1 (Revised)). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Performance Report section of our report. We are independent of Parenting Place 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 we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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

Trustees' Responsibility for the Performance Report

The Trustees are responsible on behalf of the entity for:

- (a) the selection of elements/aspects of service performance, performance measures and/or descriptions and measurement bases or evaluation methods that present service performance information that is appropriate and meaningful in accordance with the Tier 3 (NFP) Standard;
- (b) the preparation and fair presentation of the Performance Report which comprises:
 - the Entity Information;
 - the Statement of Service Performance; and
 - the Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows, Statement of Accounting Policies and Notes to the Performance Report in accordance with the Tier 3 (NFP) Standard, and

(c) for such internal control as the Trustees determine is necessary to enable the preparation of a Performance Report that is free from material misstatement, whether due to fraud or error.

In preparing the Performance Report, the Trustees are responsible on behalf of the entity for assessing the entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and

using the going concern basis of accounting unless the Trustees either intend to liquidate the entity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Performance Report

Our objectives are to obtain reasonable assurance about whether the Performance Report is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance ISAs and NZ AS1 (Revised) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of this Performance Report.

As part of an audit in accordance with ISAs (NZ) and NZ AS1 (Revised), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Performance Report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Obtain an understanding of the process applied by the entity to select its elements/aspects of service performance, performance measures and/or descriptions and the measurement bases or evaluation methods.
- Evaluate whether the selection of elements/aspects of service performance, performance measures and/or descriptions and measurement bases or evaluation methods present an appropriate and meaningful assessment of the entity's service performance in accordance with the applicable financial reporting framework.
- Evaluate whether the service performance information is prepared in accordance with the entity's measurement bases or evaluation methods, in accordance with the applicable financial reporting framework.
- Conclude on the appropriateness of the use of the going concern basis of accounting by the Trustees and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Performance Report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Performance Report, including the disclosures, and whether the Performance Report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Trustees regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Charity Integrity Audit Ltd
Auckland
4 December 2024

Parenting Place Charitable Trust Entity Information for the year ended 30 June 2024

Legal Name of Entity	Parenting Place Charitable Trust
Entity Type and Legal Basis	The Trust is a registered charity under the Charities Act 2005.
Registration Number	CC28547
Entity's Purpose or Mission	Our vision: That every parents feel confident and every child feels deeply loved. Our mission: Supporting parents to build strong family relationships.
Entity Structure	The Entity is run as a whole operation with no separate branches or divisions. There are no other entities controlled by the Trust for financial reporting purposes.
Entity's Governance Arrangements	The Trust has six Trustees who meet a minimum four times a year as a full Board, along with a separate Finance Committee with Board representatives. The CEO attends these meetings also. The Trust also has a Senior Leadership Team involved in the day to day operations of the Trust.
Entity's Reliance on Volunteers and Donated Goods or Services	All Trustees are volunteers and pro-bono or discounted legal services are provided at times.
Physical Address	300 Great South Road, Greenlane, Auckland 1051
Postal Address	PO Box 37708, Parnell, Auckland 1151

Parenting Place Charitable Trust Statement of Service Performance for the year ended 30 June 2024

Description of Medium to Long Term Objectives

The Trust continues to fulfill its vision that every parent in Aotearoa feels confident, and every child feels deeply loved relationships.

The Trust fulfills its vision by carrying out its mission to support parents to build strong family relationships.

Description of Key Activities		2024	2023
Toolbox	Toolbox Course Participants	1,003	879
BAW	BAW Course Participants	843	443
Space	SPACE Course Participants	5,343	5,138
Parent Coaching	Parent Coaching Participants	356	305
Parenting Talks	Parenting Talks	52	37
Digital offerings	Number of Subscribers	33,329	30,151
	Number of Social Media Followers	41,662	39,169
Public relations	TV & Radio Appearances	111	209

Parenting Place Charitable Trust
Statement of Financial Performance for the year ended 30 June 2024

	Notes	2024	2023
Revenue			
Donations, Koha, Bequests & Other General Fundraising Activities	1	1,070,952	906,454
General Grants	1	168,972	515,250
Capital Grants and Donations	1	247,500	76,500
Government Service Delivery Grants/Contracts	1	476,939	596,283
Revenue from Commercial Activities	1	1,357,279	1,269,063
Interest, Dividends, and Other Investment Revenue	1	33,176	892
Other Revenue	1	10,069	4,358
Total Revenue		3,364,887	3,368,800
Expenses			
Expenses related to Fundraising	2	22,695	65,920
Employee remuneration and other related expenses	2	2,835,397	2,432,900
Expenses related to Commercial Activities	2	669,753	424,164
Other expenses related to service delivery	2	86,798	106,189
Other Expenses	2	623,761	4,245,233
Expenses		4,238,404	7,274,405
Surplus/(Deficit) for the year		(873,517)	(3,905,605)

Parenting Place Charitable Trust
Statement of Financial Position as at 30 June 2024

	Notes	2024	2023
Assets			
Current Assets			
Cash and Short Term Deposits	3	1,644,663	297,885
Debtors and Prepayments	3	124,491	77,102
Inventory	3	9,681	14,032
Total Current Assets		1,778,836	389,019
Non-Current Assets			
Property, Plant and Equipment	5	321,822	12,776,171
Property Sold Under Long Term Settlement	5	11,200,000	-
Total Non-Current Assets		11,521,822	12,776,171
Total Assets		13,300,658	13,165,190
Liabilities			
Current Liabilities			
Bank Overdraft	4	-	(226,251)
Creditors and Accrued Expenses	4	(180,398)	(153,262)
Employee Costs Payable	4	(94,862)	(72,683)
Deferred Revenue	4	(204,970)	(42,516)
Loan – Short Term	4	-	(208,977)
Total Current Liabilities		(480,230)	(703,689)
Non-Current Liabilities			
Loans – Long Term	4	-	(228,977)
Gain on Sale of Property not yet Settled	4	(1,461,421)	-
Total Non-Current Liabilities		(1,461,421)	(288,977)
Total Liabilities		(1,941,650)	(932,666)
Total Assets less Total Liabilities (Net Assets)		11,359,007	12,232,524
Accumulated Funds			
Accumulated Surpluses or Deficits	6	3,935,422	4,808,939
Revaluation Reserves	7	7,423,585	7,423,585
Total Accumulated Funds		11,359,007	12,232,524

This Performance Report should be read in conjunction with the Auditor's Report and the Notes to Performance Report.



Tuhi Isaachsen
Chairperson
Date: 04 December 2024



CEO
Date: 10 December 2024

Parenting Place Charitable Trust Statement of Cash Flows for the year ended 30 June 2024

	2024	2023
Cash Flows from Operating Activities		
Operating Receipts (money deposited into the bank account)		
Donations, Koha, Bequests & Other General Fundraising Activities	1,107,014	904,953
General Grants	253,872	505,750
Capital Grants and Donations	322,500	76,500
Government Service Delivery Grants/Contracts	548,480	685,725
Revenue from Commercial Activities	1,572,946	1,470,755
Other Revenue	9,591	17,250
Total Operating Receipts (money deposited into the bank account)	3,814,403	3,660,933
Net GST	(58,280)	(202,045)
Less Operating Payments (money withdrawn from your bank account)		
Expenses related to Fundraising	(32,403)	(68,410)
Employee remuneration and other related expenses	(2,851,545)	(2,411,854)
Expenses related to Commercial Activities	(802,479)	(471,580)
Other expenses related to service delivery	(44,040)	(75,858)
Other Expenses	(394,065)	(447,977)
Total Less Operating Payments (money withdrawn from your bank account)	(4,124,533)	(3,475,679)
Total Cash Flows from Operating Activities	(368,410)	(16,790)
Cash Flows from Other Activities		
Cash was Received from:		
Sale of property under long term settlement	2,800,000	-
Sale of property, plant and equipment	6,957	18,106
Funds loaned from other parties	-	200,000
Total Cash was Received from:	2,806,957	218,106
Cash was Applied to:		
Payment of loans from other parties	(435,366)	(126,313)
Payments related to sale of property, plant & equipment	(239,793)	-
Purchase of property, plant & equipment	(190,358)	(131,152)
Total Cash was Applied to:	(865,517)	(257,465)
Total Cash Flows from Other Activities	1,941,439	(39,359)
Net Increase/ (Decrease) in Cash	1,573,029	(56,149)
Cash Balances		
Cash and cash equivalents at beginning of period	71,634	127,783
Cash and cash equivalents at end of period	1,573,029	(56,149)
Net change in cash for period	1,644,663	71,634

This Performance Report should be read in conjunction with the Auditor's Report and the Notes to Performance Report.

Parenting Place Charitable Trust Statement of Accounting Policies for the year ended 30 June 2024

Basis of Preparation

This performance report is prepared in accordance with the XRB's (External Reporting Board) Tier 3 (NFP) Standard. The entity has decided to early adopt the Tier 3 requirements and is eligible to apply these requirements on the basis that it does not have public accountability and has total annual expenses equal to or less than \$5,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue operating in the foreseeable future.

Measurement Basis

The measurement and reporting of the financial performance and financial position are on a historical cost basis, except when otherwise indicated. All figures are reported in New Zealand dollars (NZ\$) and all values are rounded to the nearest whole New Zealand dollar.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

Parenting Place Charitable Trust is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions under Section CW41 and CW42 of the Income Tax Act 2007. As a result, no provision has been made for Income Tax.

Bank Accounts and Cash

Cash and short term deposits in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Recognition of Revenue

Revenue is recognised to the extent that it is probable that the economic benefit will flow to the Trust and revenue can be reliably measured. Revenue is measured at the fair value of the consideration received. The following specific recognition criteria must be met before revenue is recognised.

Donations and Grant Revenue

Recognition of donations received and grant revenue has been applied as per the XRB's Reporting Framework (PBE SFR-A (NFP)).

Donations, grants, and bequests that have no documented expectations from the provider on how the funds will be used, are recorded as revenue when the funding was received.

Significant donations, grants, and bequests that documented expectations from the provider about how or when the funds will be used, are recorded as deferred revenue. As or when documented expectations are satisfied, the deferred revenue balance is reduced and revenue is recorded.

Significant donations of any assets have been recorded as revenue where a valuation is possible.

Revenue from Providing Goods and Services

The Trust receives revenue from members and the community. Revenue is recognised in the period the goods and services are provided.

Interest Income

Interest income is recognised on an accrual basis.

Other Income

All other income is accounted for on an accrual basis and accounted for in accordance with the substance of the transaction.

Donated Services Recognition

During the year Bell Gully assisted with an audit of Intellectual Property, a tenancy agreement and a Media Partnership review, and Kemps Weir assisted with legal matters in relation to the sale of 300 Great South Road, Greenlane, Auckland. Donated services are not recognised in the Performance Report.

Accounts Receivable

Accounts Receivable (Debtors) are stated at their estimated realisable value. Bad debts are written off in the period in which they are identified.

Property, Plant & Equipment

Property, Plant & Equipment are initially recorded at cost. Historical cost includes expenditure directly attributable to the acquisition of the assets. Land and buildings have been revalued to the current rateable or government valuation. Items costing less than \$500 are usually expensed immediately. All other assets are depreciated over the estimated useful life on a straight line basis using IRD depreciation rates.

Gains and losses on disposals (i.e sold or given away) are determined by comparing the proceeds received with the carrying amounts (i.e the book value). The gain or loss arising from the disposal of an item of property, plant & equipment is recognised in the Statement of Financial Performance.

Parenting Place Charitable Trust

Statement of Accounting Policies for the year ended 30 June 2024

Asset Class	Rate & Depreciation Method
Furniture and fittings	10% to 25%
Office equipment	7% to 60%
Leasehold improvements	6% to 25%
Vehicles	20%
Buildings	2%

Work in Progress Project Expenses

Project expenses are recorded at cost and capitalised on completion of the project.

Investments

Investments are carried at the lower of cost and net realisable value. However, where an entity holds investments which are publicly traded, it may elect to measure that class of investment at its current market value.

Where in the opinion of the Leadership there has been a permanent reduction in the value of the investments this has been brought to account in the current period.

Accounts Payable

Accounts Payable (Creditors) are recorded at the amount of cash required to settle those liabilities. The amounts are unsecured and are usually paid within 30 days of recognition.

Changes in Accounting Policies

The Entity has adopted the new Tier 3 (NFP) Standards issued on 18 May 2023 and this Performance Report has been completed in line with these Standards. Some changes have been made to the groupings of expense items from the previous year's Performance Report. This brings the Performance Report in-line with Charities Service's guidance. There is no change in the overall expenses, and therefore no change to the Net profit or equity as a result.

Parenting Place Charitable Trust

Notes to the Performance Report for the year ended 30 June 2024

1. Analysis of Revenue

	2024	2023
Donations, Koha, Bequests & Other General Fundraising Activities		
Donations	1,070,952	906,454
Total Donations, Koha, Bequests & Other General Fundraising Activities	1,070,952	906,454
General Grants		
Trusts and Foundations	168,972	515,250
Total General Grants	168,972	515,250
Capital Grants and Donations		
Capital Campaign Donations	247,500	76,500
Total Capital Grants and Donations	247,500	76,500
Government Service Delivery Grants/Contracts		
Oranga Tamariki Contract for Services	476,939	596,283
Total Government Service Delivery Grants/Contracts	476,939	596,283
Revenue from Commercial Activities		
Programme Income	491,778	412,584
Product Sales	5,743	4,649
Rental Income Received	859,758	851,830
Total Revenue from Commercial Activities	1,357,279	1,269,063
Revenue from Interest, Dividends and Other Investment Revenue		
Interest Income	33,176	892
Total Revenue from Interest, Dividends and Other Investment Revenue	33,176	892
Other Revenue		
Gain on disposal of Assets	10,069	4,358
Total Other Revenue	10,069	4,358
Total Analysis of Revenue	3,364,887	3,368,800

2. Analysis of Expenses

	2024	2023
Expenses related to Fundraising		
Campaign Costs	10,790	16,944
Fundraising Costs	11,905	48,976
Total Expenses related to Fundraising	22,695	65,920
Employee remuneration and other related expenses		
Consultancy and Contractors	187,146	69,068
Health Insurance	28,724	23,378
Kiwisaver	74,988	66,253
Other Employee Costs	50,600	61,584
Salaries & Wages	2,493,939	2,212,617
Total Employee remuneration and other related expenses	2,835,397	2,432,900
Expenses related to Commercial Activities		
Programme Costs	160,427	101,954
Property Expenses	509,326	322,210
Total Expenses related to Commercial Activities	669,753	424,164
Other Expenses related to Service Delivery		
Customer Relationship Management Costs	45,336	56,625
Marketing Costs	10,875	14,873
Website Costs	16,603	10,348
Other Expenses related to Service Delivery	13,984	24,343
Total Other Expenses related to Service Delivery	86,798	106,189
Other Expenses		
ACC Levies	5,971	6,403
Audit Fees	8,000	5,689
Bank Fees	12,963	12,747
Depreciation Expenses	89,576	380,514
Expenses related to Property Sale	213,448	-
Legal Fees	2,125	400
Licenses and Fees	65,341	45,979
Loss on Revaluation	-	3,526,573
Information Technology Costs	98,366	90,236
Insurance	13,001	16,728
Interest paid on Borrowings	27,521	31,471
Other Expenses	87,449	128,493
Total Other Expenses	623,761	4,245,233
Total Analysis of Expenses	4,238,404	7,274,405

3. Analysis of Assets

	2024	2023
Cash and Short Term Deposits		
Operating Accounts	47,302	51,125
Savings Accounts	441,370	-
Property Bank Account	145,733	246,760
Term Deposit	1,010,259	-
Total Cash and Short Term Deposits	1,644,663	297,885
Debtors and Prepayments		
Accounts Receivable	56,654	32,935
Debtors Accruals	2,691	20,151
Prepayments	65,146	24,016
Total Debtors and Prepayments	124,491	77,102
Inventory		
Inventory	9,681	14,032
Total Inventory	9,681	14,032
Total Analysis of Assets	1,778,836	389,019

4. Analysis of Liabilities

	2024	2023
Current Liabilities		
Bank Overdraft		
Bank Overdraft	-	226,251
Total Bank Overdraft	-	226,251
Creditors and Accrued Expenses		
Accounts Payable	14,798	130,592
Accrued Expenses	30,849	21,994
GST	1,571	676
Total Creditors and Accrued Expenses	180,398	153,262
Employee Costs Payable		
Provision for Holiday Pay	94,862	72,683
Total Employee Costs Payable	94,862	72,683
Deferred Revenue		
Income in Advance	204,970	42,516
Total Deferred Revenue	204,970	42,516
Loans		
ASB Term Loan	-	118,977
Matua Foundation Loan	-	90,000
Total Loans	-	208,977
Long-Term Liabilities		
Loans		
ASB Term Loan	-	118,977
Matua Foundation Loan	-	110,000
Gain on Sale of Property not yet Settled	1,461,421	-
Total Loans	1,461,421	228,977
Total Analysis of Liabilities	1,941,651	932,666

5. Property, Plant and Equipment

	Furniture and fittings	Office equipment & Digital	Vehicles	Land and Buildings	Leasehold improvements & Incentives	Total
	\$	\$	\$	\$	\$	\$
Cost or valuation						
As at 1 July 2023	216,407	968,464	122,723	13,527,262	935,314	15,770,170
Additions	-	191,567	-	-	136,038	327,605
Disposals	(14,118)	(54,922)	(122,723)	(2,327,262)	(1,006,993)	(3,526,018)
Property Sold under Long Term Settlement Revaluation	-	-	-	(11,200,000)	-	(11,200,000)
As at 30 June 2024	202,289	1,105,109	-	-	64,359	1,371,757
Depreciation and impairment						
As at 1 July 2023	204,537	787,564	117,871	1,227,262	656,764	2,993,998
Depreciation	6,083	82,083	4,852	-	266,036	359,054
Disposals	(14,118)	(54,922)	(122,723)	(1,227,262)	(884,092)	(2,303,117)
As at 30 June 2023	196,502	814,725	-	-	38,708	1,049,935
Net book value						
As at 30 June 2023	11,870	180,900	4,852	12,300,000	278,550	12,776,172
As at 30 June 2024	5,787	290,384	-	-	25,651	321,822
Cost or valuation						
As at 1 July 2022	216,406	850,664	185,327	17,053,835	935,188	19,241,421
Additions	-	117,800	-	-	13,353	131,152
Disposals	-	-	(62,604)	-	(13,266)	(75,830)
Revaluation	-	-	-	(3,526,573)	-	(3,526,573)
As at 30 June 2023	216,407	968,464	185,327	13,527,262	935,314	15,770,170
Depreciation and impairment						
As at 1 July 2022	200,244	712,733	162,945	1,024,956	574,689	2,675,567
Depreciation	4,292	74,831	17,009	202,306	82,075	380,514
Disposals	-	-	(62,083)	-	-	(62,083)
As at 30 June 2023	204,537	787,564	117,871	1,227,262	656,764	2,993,998

The carrying value of plant and equipment held by the Trust under finance leases at 30 June 2024 was Nil (2023: nil).
Land and Buildings includes property sold and held under long term settlement, settlement amount is \$11.2m on the 1st April 2026.
The building at 300 Great South Road has been pledged as security for any bank loans or overdraft past or present.

6. Accumulated Funds

	2024	2023
General Funds		
Opening Balance	4,808,939	5,187,970
Current Year Earnings	(873,517)	(379,031)
Total General Funds	3,935,422	4,808,939
Movement in Reserves		
Opening Balance	7,423,585	10,950,158
Revaluation Reserve		
Asset Revaluation Reserve	-	(3,526,573)
Total Revaluation Reserve		
Total Reserves	7,423,585	7,423,585
Total Accumulated Funds	11,359,007	12,232,524

7. Breakdown of Reserves

	2024	2023
Reserves		
Revaluation Reserves		
Asset Revaluation Reserve	7,423,585	7,423,585
Total Revaluation Reserve	7,423,585	7,423,585
Total Reserves	7,423,585	7,423,585

The Asset Revaluation reserve is for the revaluation of land and buildings.

8. Commitments

There are no significant legal commitments as at 30 June 2024 (2023: nil).

9. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2024 (2023: nil).

10. Related Parties

	2024	2023
Payables		
Loan – Matua Foundation (trustee related party)	-	200,000
		200,000
Expenses		
Hohaia Innovations (trustee related party)	-	2,500
		2,500

The total remuneration of key management personnel and the number of individuals, on a full-time equivalent (FTE) basis, receiving remuneration from the Trust are:

	2024	2023
Total remuneration	547,864	531,739
FTE	3.58	3.55

No remuneration is paid to the Board of Trustees.

11. Events After the Balance Date

On the 29 July 2024 the entity announced changes to the structure and invited feedback from staff. The final structure was announced on 19th August 2024.

There are no other events after the balance date needing to be disclosed.

12. Ability to Continue Operating

The Board and management of the Trust consider forecasted revenue and expenditure will ensure the entity will be able to continue operating in the following financial year. There is sufficient cash available to ensure the Trust's ability to continue to operate and meet strategic priorities as set in their annual plan.

13. Audit

These financial statements have been audited by a third party auditor. Please refer to their Independent Auditor's Report.

Parenting Place Charitable Trust
300 Great South Road
Greenlane, Auckland 1051

Postal address
PO Box 37708
Parnell, Auckland 1151

Phone 09 524 0025
Email support@parentingplace.nz
Website parentingplace.nz
Find us [@parentingplacenz](https://www.instagram.com/parentingplacenz)



Charities number
CC28547

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