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From our Chair

The past year at Parenting Place has been one of steady progress and renewed optimism. It marked the last full year of leadership under our long-serving Chief Executive, Dave Atkinson, and as we look ahead to welcoming a new CEO at the end of 2025, it feels fitting to pause and reflect on the strong foundation we now stand on.

After several years of change and challenge, this has been a year defined by stability and consolidation. We were encouraged to see our programme delivery numbers return to pre-pandemic levels, even as we've become a smaller, more efficient team. This speaks volumes about the dedication, creativity and heart of our team, who continue to bring the Parenting Place vision to life every day.

As I look back, I'm especially proud of the culture of care that has been nurtured across the organisation. Parenting Place continues to be a place where people – both staff and families – feel deeply valued and supported. This sense of belonging and purpose is one of our greatest strengths, and it underpins everything we do.

I am also proud of the relationships we have built with our wonderful partners who are so crucial to our mission. Our long-term partners Sentinel Homes and the Wright Family Foundation continue to shine a light on the importance of our mahi (work).

Of course, this year also marks the end of Dave Atkinson's remarkable 18-year tenure with Parenting Place. In 2006, Parenting Place was a small organisation with a big vision. Under his leadership over the last five years, we have built on the great work of prior CEOs and our committed staff and volunteers to evolve into a nationwide movement for family wellbeing – reaching parents from every corner of Aotearoa.

Dave has been an inspirational leader and community builder, combining the warmth and encouragement he first developed as an Attitude presenter with strategic insight and a deep sense of mission. We thank him sincerely for his years of dedicated service and the lasting legacy he leaves.

Looking ahead, I'm excited for what's next. The year to come will see us extend our digital reach, deepen our relationships with our industry partners and continue investing in innovative, accessible ways to

support parents and whānau. We are well-placed for a new season of growth – a season to scale up, expand our impact and equip even more parents across Aotearoa.

Parenting has never been easy, and today's parents face new and complex challenges. The online world is rich with advice but also full of noise and misinformation. Parenting Place continues to serve as a trusted voice and guide, helping parents navigate key life stages and sensitive issues – from device safety to emotional wellbeing – with wisdom, empathy and hope.

Ultimately, our mission remains the same: to ensure every child in Aotearoa grows up feeling deeply loved and safe, in a home where parents are confident and well-supported.

I'm personally passionate about this work because I believe in parents, and I believe in Aotearoa – this wonderful country we call home. Parenting Place promotes a vision of hopeful, flourishing families, and in a world that can often feel uncertain, that hope matters deeply.

Together, with your ongoing support, we'll continue to equip parents, strengthen families and help create a brighter future for the next generation.

Ngā mihi nui,

Tuhi Isaachsen
Parenting Place Board Chair

“We are well-placed for a new season of growth – a season to scale up, expand our impact and *equip* even more parents across Aotearoa.”



From our CEO

In 2024 we celebrated 30 years of Parenting Place, and already another 12 months have flown by. Our incredible team continue to passionately build on the rich foundation we have as an organisation. Over the 18 years that I have worked at Parenting Place, I have seen our mahi take on many expressions, responding to the needs of parents.

Our 2025 financial year was a time of both significant challenge and continued growth and refinement. In response to a tough economic climate, the New Zealand Government reduced funding across the social service sector. Subsequently, our contract with Oranga Tamariki to deliver Toolbox and Building Awesome Whānau courses came to an end after a decade of support. In response, we were forced to cut costs and downsize our organisation. This was a challenging time for the team, to say the least. Our work is only as good as our people, and it was sad to lose many wonderful kaimahi (staff).

While this restructure was disruptive, it was also a catalyst for key strategic changes within the organisation, and overall, I am proud of what we achieved. One such change was to bring more focus to the areas of development and evaluation. Lisa Mackay joined the Parenting Place team in a lead role in January 2025, after a long career in academia. Lisa hit the ground running, developing an organisation Theory of Change to help guide our development and the ongoing evaluation of our work. Tracking impact is an essential part of a charity's work, ensuring every dollar invested has the biggest impact possible. Expect to see more from this research over the coming years. We also made significant progress across multiple courses and offerings for parents. One example being a partnership between Toolbox, our flagship parenting courses, and 'The Village NZ', an initiative supported by the Wright Family Foundation, which enables all parents in the BestStart community free access to Toolbox Preschool Years.

We launched two new Parenting Talks, which are being delivered in schools and workplaces, as well as a second season of our podcast, *Parents We've Met*, hosted by presenter Dayna Galloway and Senior Parent Coach Jenny Hale.

After significant planning and investment, we proudly launched our first two online parenting courses: *Untangling Anxiety* and *Strong-Willed Child*. These courses provide parents with high-quality, inspiring and evidence-informed education – accessible anytime, anywhere, from any device. We're also working to integrate one-on-one support from our Parent Coaches to help parents apply what they've learned and feel supported every step of the way. Stay tuned – more courses are on the way in the coming year.

This year also marks the end of my chapter at Parenting Place. I began my journey here in 2006 as a school presenter and have had the privilege of serving in a variety of roles over the past 18 years – most recently, the past five as CEO. Leading such a meaningful kaupapa (purpose) has been one of the greatest honours of my life.

During my time at Parenting Place, two beautiful children joined our family, and everything I've learned here has been poured into raising them. As they grow, I feel called to slow down my work pace and bring more of my energy home during these formative years.

Stepping away has been a tough decision, as I remain deeply passionate about the vital mahi of Parenting Place. I'm grateful to continue being connected – as a parent, supporter and advocate – drawing inspiration and encouragement from the place that has shaped so much of my life.

Ngā manaakitanga,

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

Dave Atkinson
Parenting Place CEO

“Tracking impact is an essential part of a charity’s work, ensuring every dollar invested has the biggest *impact* possible.”

Who we are

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 support, and that all relationships can flourish when nurtured. We also believe that supportive families can transform communities.

Parenting can be challenging, rewarding, exhausting and amazing. That’s why Parenting Place is here – to equip parents with the skills, strategies and encouragement they need to feel confident and competent in raising thriving children.

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 for-purpose organisation – a charity with a heart for New Zealand families – we are supported by generous individual donors, corporate partners, businesses and trusts. This support enables us to maintain our position as a trusted voice on parenting in Aotearoa.



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

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

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

Our Senior Leadership Team



CEO
Dave Atkinson



Pou Tangata
Pio Terei



Finance & Operations Director
Amanda Wood



Marketing Director
Kim Smith



Programmes Director
Ronnie Eketone



Development & Evaluation Director
Dr Lisa Mackay

Tūmanako

We are *hopeful*
We believe in a flourishing future for families in Aotearoa. 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 Tahi

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 Aotearoa.



From our Pou Tangata

Ki te kotahi te kākaho ka whati ki te kāpuia e kore e whati

If there is but one reed, it will break, but if it is bunched together, it will not.*

The global impacts of the day have had a definite effect on Aotearoa and our way of life, with business confidence down and the cost of living up, which has impacted families at a grassroots level.

To survive these tough times, we have to dig deep into who we are and what we know. Managing stress and creating harmony in our whānau is often a huge challenge. We have definitely seen an increased need for support and information to help parents navigate these complex times.

I am so proud that we are in this space as we continue to offer support to New Zealand families, from live presentations to online courses and much more. It's all about empowering parents and encouraging resilience in families. Parenting Place has been around for over 30 years, and while we have had to pivot and adapt in response to the challenges of recent years, our team remains excited about the future and is committed to continuing this valuable mahi for the parents of Aotearoa.

Ngā mihi mahana,
Pio Terei, MNZM



*A tongikura by King Tāwhiao in reference to strength in unity. Reference: Te Aka Māori Dictionary.

Our impact

Together, we have made a difference in the lives of thousands of families and whānau – equipping parents to build strong family relationships.

197,843

Instagram reach

647,581

Facebook reach

34,673

Total eDM subscribers

134,202

Articles reach by page views

16,390

Podcast downloads

92

Radio & TV appearances

3,270

attendees

474

enrolments

5,878

Space participants

929

Toolbox participants

900

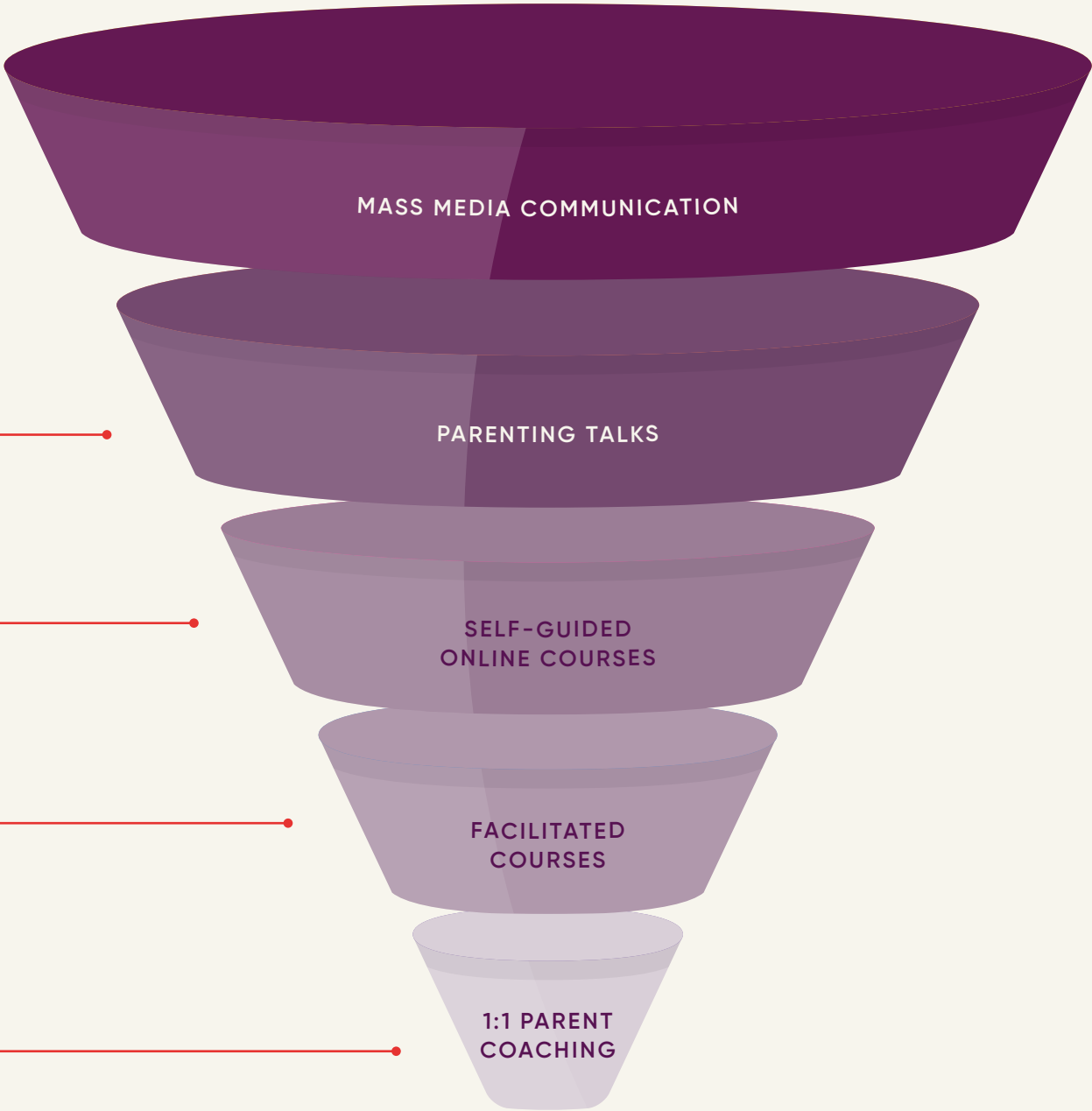
Building Awesome Whānau participants

297

families

630

sessions



What we do

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

We collaborate with a variety of community organisations to deliver three of our core courses: Space, Toolbox and Building Awesome Whānau. These are often community groups or social service agencies who are already working with families and have the training and capacity to provide wrap-around support. In these contexts, our courses continue to be delivered by trained facilitators who are passionate about supporting whānau.

We know that the best people to connect with whānau are those living and working alongside them. As the kaitiaki (steward) of our core courses, we provide our partner organisations with the curriculum and ongoing support, including facilitator training, administration and professional development, in order to be as effective as possible in reaching parents.

Parenting Place also has a team that works 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 hāpori (communities) throughout Aotearoa and regularly appear in media to provide helpful and relatable parenting information.
- Parenting Place facilitators continue to deliver termly online Toolbox courses via Zoom, providing wider accessibility for those unable to attend in person.

To connect with parents digitally, our website and social media channels are a rich source of useful content. Season 2 of our podcast, *Parents We've Met*, brought uplifting real-life parenting reflections and wisdom to listeners across the country. We've also launched two new self-guided online courses that provide strategies, insights and evidence-informed guidance to common parenting challenges. Our online offerings complement our in-person courses and are designed to be flexible, engaging and accessible for all.



417 courses
delivered

5,878 participants
attended

Space

Space is Parenting Place's postnatal course supporting new parents and their babies over their first critical year together. Space supports babies in establishing intimate, responsive and trusting relationships by promoting sociable, loving and attuned parenting.

Parents and babies meet weekly (over 20–30 weeks) to explore parenting and their baby's development, discovering what works for them in a safe, facilitated environment. As well as enjoying music, books and play experiences, they get to know other new families and build strong relationships in their local communities.



What has been achieved over the past year?

For the first time, we delivered Space to a Teen Parent unit at James Cook High School in Auckland. This was very well received by both the school and the young mothers, and it serves as a great model for where Space could be directed in future. Mums shared their learnings around tuning into their baby's feelings, seeing the world through their baby's eyes, setting boundaries while staying kind and that there is no such thing as a perfect parent.

Space has grown this year both in participant numbers and geographic reach. Groups were launched in the Hawke's Bay, in both Napier and Havelock North, delivered by Playcentre and a new community partner, Manawa Ora Trust.

We also have new groups in Tōtara Park (Upper Hutt), Ashburton, Rangiora and Invercargill. Over the coming year, we aspire to continue growing Space, specifically in Marlborough, Otago and Northland.

The review and update of our facilitation training process has been completed, resulting in new Level One and Level Two Training and improved processes to support training. The new training better supports the delivery of Space and helps achieve our objective of fidelity across our partners.

The Space team delivered five trainings (four in person, one online).

- 84 support people were trained, completing Level One Training.
- 49 people were certified as Space facilitators by completing Level Two Training.

What were some challenges over the past year?

Space requires a big commitment from partners, many of whom are dealing with lean budgets. The funding landscape has changed and this is affecting delivery.

We remain committed to expanding the reach of Space across Aotearoa, including into smaller towns and communities. This long-term goal takes time, dedication and care. Finding partners and supporting them effectively is an important part of ensuring meaningful and lasting impact.

Maintaining fidelity to the programme also remains a central focus. We are committed to supporting our partners in delivering the newly redeveloped curriculum, participating in flexible training and engaging in quarterly professional development to promote continuous improvement.

Key community partners

- Playcentre Aotearoa
- Auckland Anglican Diocese
- Southern REAP
- West REAP

and more community organisations across Aotearoa.



“Space was such an important part of my first year with my baby. I was so grateful for the community and weekly check ins. I haven't found anything else quite like it available in the community.”

“The facilitators are a wonderful team who have helped me feel safe, heard, respected and celebrated as I have stepped into being a Mum. I have loved attending Space as a parent and my son has absolutely loved it too.”

“My confidence has grown significantly, I have a wonderful group to remain in contact with, and I will deeply miss our sessions.”

86 courses
delivered

929 participants
attended

Toolbox

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.

There are three Toolbox courses: Preschool Years (2–4 years), Primary Years (5–11 years) and Teenage Years (12–18 years).



What has been achieved over the past year?

Despite a tough economic environment for both our partners and our parents, Toolbox continues to be delivered across the country by more than 20 partner organisations. Our partners serve a diverse range of parents from Whangārei through to Dunedin, including the West Coast, Canterbury, Taranaki and Hawke's Bay.

Parenting Place facilitators continue to deliver termly online Toolbox courses via Zoom, providing wider accessibility for those unable to attend in person.

In March 2025, we launched a pilot project in collaboration with 'The Village NZ' to run Toolbox Preschool Years free of charge for the BestStart parent community. There were 98 parents who took up this opportunity. 'The Village NZ' is funded by the Wright Family Foundation, who is also a key supporter of Parenting Place.

Accessing families early in the Preschool Years course means there is ongoing potential to encourage healthy, loving families and build parent confidence. From the pilot, several key learnings were integrated into the rollout, resulting in an additional 379 parents joining 'The Village NZ' to attend Toolbox Preschool Years.

What were some challenges over the past year?

Two of our large partners have put Toolbox on hold due to their own funding cuts and contract changes. This has resulted in our course numbers dropping in the last quarter of the financial year. We are hopeful that if funding improves, these partners will be able to start running Toolbox again.

Key community partners

- The Village NZ
- Mai Lighthouse
- Catholic Social Services Dunedin
- Jigsaw North

and more community organisations across Aotearoa.

“My husband and I have done the course together so it has given us time and space to reflect on parenting. Running over six weeks has been great for us to implement strategies and reflect on things each week. It's had a very positive impact.”

“As a single mum who wears so many hats, I feel like I have a clearer idea on how to move forward and parent my kids in a way that isn't going to fail them. I feel excited about how much they are going to thrive and how better connected we will all be.”

“It has made me feel more competent and equipped to deal with and manage the situations I find myself in, raising teenagers as a sole parent. It has reminded me that small efforts and adjustments on my part can result in quite big positive changes for me and my kids.”

114 courses
delivered

900 participants
attended

Building Awesome Whānau

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

We continued to deliver Building Awesome Whānau with a focus on supporting facilitators and strengthening delivery in the community.

Funding for fees free until Term 1 played a key role in increasing access for whānau across Aotearoa.

Facilitator training remained a priority, with kanohi ki te kanohi (face to face) engagement supporting the transition to the current Building Awesome Whānau content. We also gathered structured feedback from facilitators to assess the effectiveness of the updated curriculum and identify areas for improvement.

Facilitators were encouraged to draw on their relationships with community and whānau to adapt content in ways that reflect local needs and contexts. This approach has helped ensure Building Awesome Whānau remains relevant and responsive at a grassroots level.

What were some challenges over the past year?

Ongoing financial pressures across the sector continued to limit whānau access to parenting courses. These challenges contributed to the closure of some long-standing partners, reducing delivery capacity in affected regions.

To help address this, we secured funding from Pub Charity to offer free fees for Building Awesome Whānau courses. With this funding concluding in the last quarter of the financial year, we've already seen a decline in course numbers.

We remain committed to equity for whānau and are actively exploring new funding avenues to sustain and grow access to Building Awesome Whānau.

Key community partners

- The Salvation Army
- Tui Ora
- Jigsaw North and Whanganui
- Pillars Ka Pou Whakahou

and more community organisations across Aotearoa.

“It has been such a blessing and help. I feel empowered and better resourced, encouraged, more confident and competent, more understanding towards my daughter and myself. Ngā mihi nui, ka rawe koutou.”

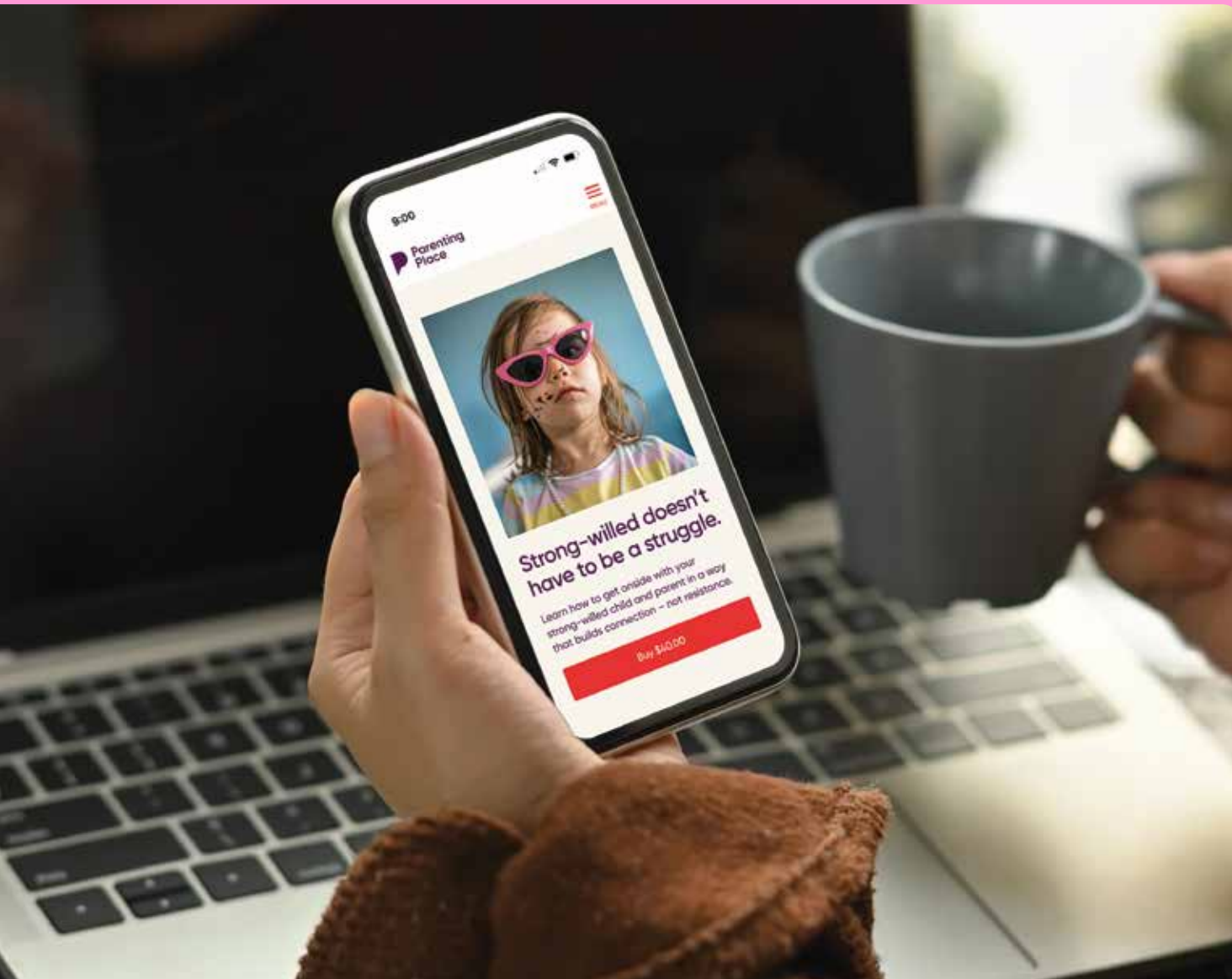
“The course has been very helpful as it tackles the wellbeing of the whole family. It has also been very beneficial to learn more about the Māori approach to family. It's taught us a lot of essential skills to grow as a family.”

Self-guided online courses

474 enrolments

Parenting Place has progressed digital delivery and new formats of our content with the launch of self-guided, online parenting courses available at hub.parentingplace.nz.

Lifetime access allows parents and caregivers to work through the material at their own pace, when and where it suits them, 24/7 online.



What has been achieved over the past year?

Untangling Anxiety: Supporting kids through worry and fear launched in June 2024, designed to help parents and caregivers who are dealing with separation anxiety, specific fears or generalised anxiety in their children. As part of the launch, we partnered with Anxiety New Zealand to extend our reach into their parent network.

This first self-guided course was a learning curve for our content production team, as we translated our in-person coursework into the online space. It provided us with the information and hands-on experience to develop an Online Course Design model, standardising the template of video-based tools, downloadable resources, and reflective questions and activities to embed learning.

Strong-Willed Child: Less struggle, more connection, fronted by Parent Coach Jenny Hale, launched mid-May 2025 along with the pre-order for **Digital Parenting: Raising kids in an online world**, our third self-guided course.

What were some challenges over the past year?

Resource constraints due to reduced funding impacted our ability to hire contractors to increase course production for our new offerings. We have a small team, so with online courses being a core part of our forward strategy, ensuring we have adequate resourcing to continue to grow in this space will be a priority moving forward.

There is enormous potential to take key parenting topics and age-and-stage content and translate it into self-guided online course formats for busy parents looking for on-demand resources and support.

“Loved the course and the downloadable resources. Short videos are appreciated, and they had such valuable information.”

“Good sized learning clips with great practical steps to take.”

“I’m finding this course of great value and it’s matching some of the things I’m facing with myself and my children.”

“I’ve really appreciated being able to identify what anxiety looks like in each different stage for my kids.”

Parent Coaching

Parent Coaching is a one-on-one service 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.

630 parent
coaching
sessions

297 parent
coaching
participants

What has been achieved over the past year?

Over this past year, 35% of clients have attended three or more coaching sessions. Multiple sessions provide coaches the opportunity to build stronger relationships with parents, better understand their unique contexts and support meaningful, lasting change. This structure allows parents to trial new strategies, adjust interaction patterns with their children and begin to see the fruit of their efforts over time. Encouraging parents to commit to three sessions has been a continued focus for our team, as we see significantly greater impact with ongoing engagement.

Online coaching continues to be in demand, making up 64% of all sessions. We're thrilled to see how this flexibility is making a real difference for families. Parents aren't just logging in from home — they've joined sessions from a tractor in Southland, a car parked at the beach, a plumber's van parked on the roadside, a corporate boardroom and even a beach towel whilst supervising teens in the surf! This shows just how accessible and adaptable coaching has become.

This year saw an increase in the number of low-income whānau accessing subsidised coaching sessions, with 83 subsidies applied. These subsidies are made possible by the ongoing support of loyal and generous donors who, each year, enable families facing financial hardship to engage with our services.

The coaching team is focused on continuous improvement of our service. With the support of the

new Evaluation & Development Director, Lisa Mackay, we have worked on further clarifying and articulating our approach and scope of practice, networking with other service providers to grow our reach, increasing the efficiency of our booking and invoicing system and improving the customer journey. We are also starting to explore how we can measure our impact more effectively.

What were some challenges over the past year?

Like many social service organisations across Aotearoa, Parenting Place faced financial challenges in the current economic climate and a reduction in available funding. Consequently, our coaching team was scaled down from four part-time coaches to three. The number of coaching sessions provided has remained stable despite decreased coaching hours.

Across Aotearoa, many parents are feeling stressed and overwhelmed as they navigate a wide range of challenges. We are seeing an increase in the complexity of issues parents are presenting with. In response, we have prioritised professional development to ensure we are well-equipped to meet the diverse and evolving needs of the families we support.

It remains a privilege to walk alongside parents through the concerns and challenges of their parenting journey.



“ We did a number of coaching sessions and found them hugely beneficial. We'd previously completed a Parenting Place Toolbox course which gave us an overview of positive parenting, but found the coaching was a great way to ask specific questions about unique issues we'd encountered with our kids. We put some coaching tips into practice and we had some really great breakthroughs! I would definitely recommend the coaching.”

“ Thank you for your support. You are the only person supporting me in my parenting and every time I speak to you, I feel heard, understood and validated. Also, you give me very relevant articles to read, and I feel I am learning as a parent. I know that everything I am implementing today, my daughter can implement in her parenting when she becomes a parent. Thank you for being there.”

“ We reached out to Parent Coaching at Parenting Place with a specific challenge, but we gained so much more. The coach provided us with practical tools that addressed the root of our concerns. Throughout the sessions, we felt fully supported, and it was easy to share our thoughts, fears and concerns. The coach made us feel comfortable enough to be vulnerable. We highly recommend Parenting Place — it's been invaluable. As our kids grow and new challenges arise, it's reassuring to know that we have this resource available when we need it.”

Parenting Talks

57 talks delivered

3,270 participants

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 and inspiring, and aim to uphold the mana of every person in the audience.



What has been achieved over the past year?

We are thrilled to see parents attending Parenting Talks who are eager to learn and grow in their parenting. Our presenters have noticed increased engagement from parents who are struggling to keep up with technology and support their children's big emotions. Dads are increasingly engaged and quizzing our presenters on strategies to support building better relationships with their children, particularly their teenagers. Parents are having light bulb moments and leaving talks hopeful for their whānau. A huge shout-out to schools, businesses and community organisations who are hosting Parenting Talks on behalf of their parenting communities.

Over the last 12 months, we have updated all our key Parenting Talks, focusing on a core group of topics, including:

- Tackling technology
- Raising confident and resilient kids
- Kind, Firm, Calm parenting
- Supporting our kids through anxiety and worry
- Staying connected in the tween/teen years
- Parenting with Pio

New assets have been created to support promotion, and we have developed a follow-up summary to send to parents to reinforce and embed the learning from our Parenting Talks.

We have delivered talks across the country, including Southland, Canterbury, Wellington, Hawke's Bay, Gisborne, Taranaki, Waikato and Auckland.

What were some challenges over the past year?

At Parenting Place, we pride ourselves on having excellent presenters. We need to employ and train more presenters to ensure we have enough great communicators to meet demand in the regions.

"We are grateful to Parenting Place for delivering an insightful and practical presentation on Tackling Technology to our Year 7-13 parent community. In today's fast-evolving digital landscape, their expert guidance provided invaluable strategies to help parents navigate screen time, social media pressures, online safety and gaming habits with confidence. The session was both engaging and thought-provoking, equipping parents with tools to foster open conversations, establish healthy digital boundaries and support their children in making positive choices online. Parenting Place's approach – encouraging collaboration, media literacy and balance – resonates strongly with our community, empowering us to embrace technology in a way that enhances wellbeing rather than detracts from it."

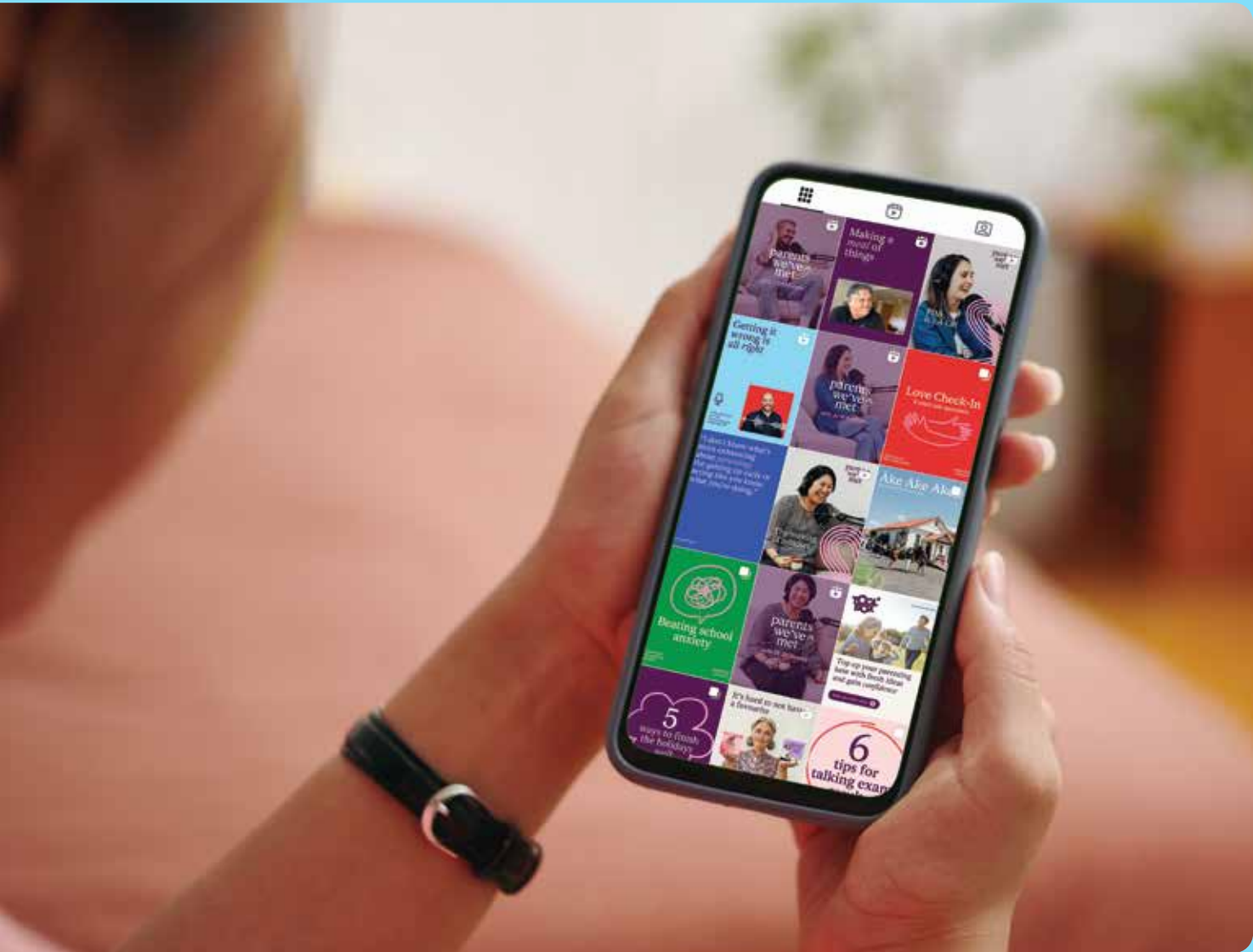
We highly recommend Parenting Place to any school or parent group looking for expert advice and resources on digital parenting. Their insights provided valuable support to our community to manage the challenges of raising teens in an online world."

– Auckland Secondary School Principal, March 2025

Digital offerings

Parenting Place provides topical, practical parenting information through our website articles, email newsletters, social media posts and videos.

We are progressing our delivery, moving to a customer-led, personalised digital experience for parents – matching the age-and-stage of their growing tamariki and key topic needs to highlight content that is relevant to their family situation.



What has been achieved over the past year?

We have refreshed our Parenting Place brand in social media channels and grown overall followers by nearly 10% across Instagram, Facebook, TikTok, LinkedIn and YouTube.

Overall engagement with our articles on parentingplace.nz has increased by more than 60% from the previous year, as we have continued to revise and update our content to better support parents in 2025 and beyond.

What were some challenges over the past year?

Parenting Place is developing an online learning hub for parents in Aotearoa to make parenting information and services available on demand, 24/7. Due to resourcing constraints, the launch of this website has been pushed into 2026.

We aim to expand our library of New Zealand-made content, increasing the range of online courses, podcasts, articles, videos and other digital resources available to families. This expansion will cover a broader spectrum of topic areas and cater to various ages and stages of child development.

01 July 2024 – 30 June 2025

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

154,088	Website total visitors
425,049	Website total pages viewed
197,843	Instagram reach
647,581	Facebook reach
207	Articles total number live
134,202	Articles reach by page views
34,673	Total subscribers to eDMs (all lists)
16,587	Instagram followers
25,234	Facebook followers
1,270	LinkedIn followers
3,158	TikTok followers
873	YouTube followers

As of at 30 June 2025

16,390 downloads
across all podcast
platforms

Podcast

In September 2024, we entered into an exciting new partnership with rova – MediaWorks’ digital platform – to amplify the potential reach of *Parents We’ve Met*. This new partnership brings extensive opportunities for promotion across MediaWorks’ channels, particularly More FM and The Breeze nationwide networks, enabling us to reach more audiences than before.



What has been achieved over the past year?

The second season of *Parents We’ve Met*, co-hosted by Dayna Galloway and Jenny Hale, launched in October 2024 with a total of 16 new episodes. These were rolled out week by week until March 2025, with a short break over the summer period. As with Season 1, the team’s vision was to provide hopeful, practical parenting content layered with humour and storytelling – steady reassurance that no one is alone in their parenting journey.

Season 2 featured special guests including: Petra Bagust, Nathan King, Kanoa Lloyd (Ngāti Porou), Richie Hardcore, Rebekah Randell, Melanie Woodfield, Scott Parry, Lucy Spoors, Kylie DellaBarca Steel, Jo Robertson, Sheridan Eketone, Leigh Hart, Jackie Clarke, Clint Randell, Dr Jin Russell and Paul ‘Flynn’ Flynn.

For each episode, the team captured video as well as audio and created high-quality video reels to maximise promotion and engagement across our social media channels. These clips were incredibly well-received, with the top video reel exceeding 24,500 views on Instagram.

One of the highlights of the latest podcast season was having the first episode of Season 2 co-published and personally introduced by Petra Bagust on her award-winning podcast, *Grey Areas with Petra Bagust*. This incredible opportunity came about through our long-standing personal relationship with Petra and the new partnership with rova, and resulted in an instant surge in download numbers. As well as the significant increase in our listenership, we are proud to have received some heartening reviews and feedback from listeners who have felt touched or moved by our guests’ personal stories.

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. We look forward to the introduction of our new studio space in Greenlane later this year, thanks to Will Batts and his team from Sentinel Homes.

“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.”



Media engagement

Sharing practical, hopeful advice via the media is a valued part of our weekly mahi at Parenting Place. Our experienced presenters are regularly interviewed for radio, print, podcasts and other digital media – offering real-life parenting insights, tips, commentary and encouragement for whānau across Aotearoa.

Through nurturing our strong media relationships, we’ve become a trusted voice on parenting, equipping caregivers with timely advice and support for the everyday challenges they face.

Media we’ve featured in:

1 News – Online	Rhema
Bay of Plenty Times	RNZ
Coast	Seven Sharp
Life FM	Stuff.co.nz
More FM Nationwide	The Breeze
Newstalk ZB	UNO Magazine
NZ Herald	

92 Radio & TV appearances

What has been achieved over the past year?

The New Zealand media industry has experienced continued challenges in the past year, including the closure of Newshub in July 2024. In response, Parenting Place has had to adapt and adjust, building new industry relationships and grasping new media opportunities as they’ve emerged.

While our traditional television appearances have decreased, our media presence has remained strong. This shift has seen our content accessed in new ways, particularly through digital and on-demand channels, and has played an important role in the uptake of our new digital offerings.

Many of our radio interviews are now republished digitally and shared widely on platforms such as RNZ, YouTube and rova, as well as news podcasts and social media. These digital spaces may have smaller immediate audiences than traditional broadcast channels, but they offer greater longevity and accessibility – enabling our content to be consumed anytime, from anywhere in the world.

What were some challenges over the past year?

Changes within our organisation and team has meant a reduced number of media presenters available for opportunities. Despite having less presenters – and the ongoing decline in media outlets and journalists – we’re proud to have maintained a strong and valuable media presence, achieving an impressive number of engagements throughout the past year.



Key partners
and supporters

Thank you to all
our *supporters*
for contributing
towards our mahi
over the past year.

Support from generous individuals, businesses, trusts and foundations enables us to serve the needs of whānau across Aotearoa. Ngā mihi nui ki a koutou, many thanks to you all.

Business supporters

Bell Gully
Business Technology Group (BTG)
Entire Electrical Solutions North Island Ltd
Home Construction
Kemps Weir Lawyers



Paki-iti Farms Ltd
Raizor New Zealand
Tax Traders
Sustainable Properties Investment

Grant funders

David Levene Foundation
Foundation North Pūtea Hāpai Oranga
Four Winds Foundation

Lottery National Community Committee
Pub Charity Limited
The Lion Foundation

Trusts, foundations and community partners

Caleb No 2 Trust
Kaiārahi Trust
Matua Foundation
Otama Missionary Trust
Robert Horton Memorial Trust

Rotary Club of Newmarket
The Molly Fulton Family Fund
Waidale Trust
Pageo Charitable Trust
South Otago Mission Trust

Key corporate partner



At the end of 2024, Sentinel Homes hosted a second annual Fundraising Dinner & Charity Auction, raising a significant amount in support of Parenting Place's services. It was an incredible effort, and we're deeply grateful to everyone who contributed, especially the Sentinel Homes Waikato and Auckland branches, and the many suppliers who generously donated auction items and purchased tables for the event.

In addition, Maree van de Water, Director of Sentinel Homes Auckland North & West, led a successful Charity Build. The beautiful Ara Hills home in Ōrewa sold under the hammer in December to a family, with all proceeds from the sale gifted directly to Parenting Place. This too, was made possible through the generosity of Sentinel Homes' suppliers.

Beyond these major fundraising efforts, we're also thankful for the ongoing support Sentinel Homes provides through their partnership and regular donations. This past year, the Waikato and Taranaki branches hosted community parenting evenings – putting their values into action and engaging their local communities with our work. We look forward to seeing more of these valuable events being hosted by other branches in the coming year.

Will Batts, Director of Sentinel Homes Counties & Franklin, is leading the creation of an in-house studio for Parenting Place. The team can't wait to have a dedicated space for our podcast and filming! We're grateful to Will, his team and all who are helping create this space.

“It's the people who live in the houses we build that turn them into homes. It's the families. That's why we choose to partner with Parenting Place. The chance to contribute to the impact they are having in communities across New Zealand is a real privilege. We've really enjoyed working with the team again this year, and can't wait to see how this grows in the future.”

– Stuart Shutt, Managing Director

Key community partner



We're grateful for the continued support from the Wright Family Foundation towards our kaupapa. A special thanks for their flexibility with funding this year, helping us to continue serving whānau during these uncertain economic times. Their heart for flourishing families truly makes a difference across Aotearoa!

We also partnered with 'The Village NZ' this year, which is funded by the Wright Family Foundation. 'The Village NZ' has been established to support families during the first 1,000 days of parenting, as they believe that healthy parents lead to healthy families, which in turn yields better outcomes for children.

“At the Wright Family Foundation, we are honoured to be charged with upholding the legacy of our late founder, Chloe Wright, whose passion was for improving the wellbeing of parents and their whānau. Chloe strongly believed in the work of Parenting Place and has partnered in funding since 2016, supporting the delivery of Toolbox and Building Awesome Whānau courses. Hundreds of whānau have been encouraged and equipped to build strong, healthy relationships through this 'walking alongside' approach. These courses provide relatable and personalised strategies that make a profound difference for families, truly aligning with the ethos here at the Wright Family Foundation of 'Growing the Good'.”

– Traci Ficker, Foundation Manager



PO Box 300153, Albany, Auckland 0752
info@charityaudit.nz www.charityaudit.nz



INDEPENDENT AUDITOR'S REPORT

To the Trustees of Parenting Place Charitable Trust

Opinion

We have audited the accompanying Performance Report of Parenting Place Charitable Trust on pages 40 to 51, 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 2025, the Statement of Financial Position as at 30 June 2025, a Statement of Accounting Policies and Notes to the Performance Report including material accounting policy information and other explanatory information.

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

- the entity information for the year ended 30 June 2025;
- the service performance for the year ended 30 June 2025, 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 Charitable Trust as at 30 June 2025, 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 Charitable Trust in accordance with Professional and Ethical Standard 1 'International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board, and 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 Charitable Trust.

Restriction on Responsibility

This report is made solely to the Trustees, as a body, in accordance with section 42F of the Charities Act 2005. Our audit work has been undertaken so that we might state to the Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Trustees' Responsibility for the Performance Report

The Trustees are responsible on behalf of the entity for:

- 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;
- 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
- 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 November 2025

Financial statements

Parenting Place Charitable Trust
Entity Information for the year ended 30 June 2025

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 parent feels 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 five 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 2025

The Trust continues to fulfil its vision that every parent in Aotearoa feels confident, and every child feels deeply loved. The Trust fulfils its vision by carrying out its mission to support parents to build strong family relationships.

Description of Goals

Direct Outcomes – we see these changes as a result of what we do

Outcome 1. Parents are equipped with knowledge and skills to raise thriving children

- Improved knowledge and understanding of positive parenting practices
- Improved reflective functioning and attunement

Outcome 2. Parents feel supported by social support network

- Increased social support

Short-Term Outcomes – these changes lead to

Outcome 3. Parents grow in confidence and competence as they apply positive parenting practices

- Increased responsiveness to children's needs
- Improved parent confidence and competence

Outcome 4. Parents experience greater satisfaction in their parenting journey

- Improved parent coping capacity
- Improved parent satisfaction

Outcome 5. Parents experience greater psychological wellbeing

Improved parent mental health

Medium to Long Term Outcomes – which results in

Outcome 6. Children and young people feel deeply loved and supported within nurturing family relationships

Increased positive parent–child interaction

- Improved parent–child connection and attachment
- Improved family atmosphere

Outcome 7. Children and young people experience positive psychological wellbeing

Outcome 8. Children and young people have more positive childhood experiences.

Description of Key Activities		2025	2024
Toolbox	Toolbox course participants	929	1003
Building Awesome Whānau	BAW course participants	900	843
Space	Space course participants	5,878	5,343
Parent Coaching	Parent Coaching clients	297	356
Parenting Talks	Parenting Talks	57	52
Digital offerings	Number of subscribers	34,673	33,329
	Number of social media followers	46,776	41,662
Public relations	Radio & TV appearances	92	111

Parenting Place Charitable Trust
Statement of Financial Performance for the year ended 30 June 2025

	Notes	2025	2024
Revenue			
Donations, Koha, Bequests & Other General Fundraising Activities	1	1,338,051	1,070,952
General Grants	1	120,869	168,972
Capital Grants and Donations	1	3,56,800	247,500
Government Service Delivery Grants/Contracts	1	57,233	476,939
Revenue from Commercial Activities	1	1,414,012	1,357,279
Interest, Dividends, and Other Investment Revenue	1	44,491	33,176
Other Revenue	1	336	10,069
Total Revenue		3,331,791	3,364,887
Expenses			
Expenses related to Fundraising	2	88,314	22,695
Employee remuneration and other related expenses	2	2,171,606	2,841,368
Expenses related to Commercial Activities	2	534,137	669,753
Other expenses related to service delivery	2	382,617	586,028
Other Expenses	2	75,744	118,559
Total Expenses		3,252,418	4,238,404
Surplus/(Deficit) for the year		79,374	-873,517

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



Tuhi Isaachsen
Chairperson
Date: 22 October 2025



Nina Field
Interim CEO
Date: 22 October 2025

Parenting Place Charitable Trust
Statement of Financial Position as at 30 June 2025

	Notes	2025	2024
Assets			
Current Assets			
Cash and Short Term Deposits	3	1,577,909	1,644,663
Debtors and Prepayments	3	56,666	124,491
Inventory	3	8,239	9,681
Total Current Assets		1,642,813	1,778,836
Non-Current Assets			
Property, Plant and Equipment	5	456,626	321,822
Property Sold Under Long Term Settlement	5	11,200,000	11,200,000
Total Non-Current Assets		11,656,626	11,521,822
Total Assets		13,299,440	13,300,658
Liabilities			
Current Liabilities			
Bank Overdraft	4	-	-
Creditors and Accrued Expenses	4	(171,668)	(180,398)
Employee Costs Payable	4	(60,120)	(94,862)
Deferred Revenue	4	(167,850)	(204,970)
Loan – Short Term	4	-	-
Total Current Liabilities		(399,638)	(480,230)
Non-Current Liabilities			
Loans – Long Term	4	-	-
Gain on Sale of Property not yet Settled	4	(1,461,421)	(1,461,421)
Total Non-Current Liabilities		(1,461,421)	(1,461,421)
Total Liabilities		(1,861,059)	(1,941,650)
Total Assets less Total Liabilities (Net Assets)		11,438,381	11,359,007
Accumulated Funds			
Accumulated Surpluses or Deficits	6	4,014,796	3,935,422
Revaluation Reserves	7	7,423,585	7,423,585
Total Accumulated Funds		11,438,381	11,359,007

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 Cash Flows for the year ended 30 June 2025

	2025	2024
Cash Flows from Operating Activities		
Operating Receipts (money deposited into the bank account)		
Donations, Koha, Bequests & Other General Fundraising Activities	875,938	1,107,014
General Grants	624,185	253,872
Capital Grants and Donations	271,800	322,500
Government Service Delivery Grants/Contracts	57,233	548,480
Revenue from Commercial Activities	1,604,133	1,572,946
Interest, Dividends and Investment Receipts	44,532	-
Other Revenue	9,283	9,591
Total Operating Receipts (money deposited into the bank account)	3,487,103	3,814,403
Net GST	(78,644)	(58,280)
Less Operating Payments (money withdrawn from your bank account)		
Expenses related to Fundraising	(86,313)	(32,403)
Employee remuneration and other related expenses	(2,201,168)	(2,851,545)
Expenses related to Commercial Activities	(604,827)	(802,479)
Other expenses related to service delivery	(308,992)	(399,050)
Other Expenses	(2,213)	(39,054)
Total Less Operating Payments (money withdrawn from your bank account)	(3,203,513)	(4,124,532)
Total Cash Flows from Operating Activities	204,946	(368,409)
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
Funds loaned from other parties	-	-
Total Cash was Received from:	-	2,806,957
Cash was Applied to:		
Payment of loans from other parties	-	(435,366)
Payments related to sale of property, plant & equipment	-	(239,793)
Purchase of property, plant & equipment	(271,700)	(190,358)
Total Cash was Applied to:	(271,700)	(865,517)
Total Cash Flows from Other Activities	(271,700)	1,941,439
Net Increase/ (Decrease) in Cash	(66,754)	1,573,029
Cash Balances		
Cash and cash equivalents at beginning of period	1,644,663	71,634
Cash and cash equivalents at end of period	1,577,909	1,644,663
Net change in cash for period	(66,754)	1,573,029

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 2025

Basis of Preparation

This performance report is prepared in accordance with the XRB's Tier 3 (NFP) Standard. The entity is eligible to apply these requirements on the basis that it does not have public accountability and has total annual expenses of 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.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are recorded on a GST exclusive basis, except for Debtors and Creditors which are stated inclusive of GST.

Income Tax

The entity is exempt from New Zealand income tax, having fully complied with all statutory conditions for this exemption.

Bank Accounts and Cash

The opening and closing cash balances in the Statement of Cash Flows include cash-on-hand, and other short-term deposits with original maturities of six months 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 Tier 3 (NFP) Standard.

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 provided pro bono services reviewing third party legal documents, providing advice and registering trademarks. Kemps Weir provided discounted services for legal services in relation to 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.

Work in Progress Project Expenses

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

Parenting Place Charitable Trust
Statement of Accounting Policies for the year ended 30 June 2025

Investments

Investments are carried at the lower of cost and net realisable value. However, where the 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

Some minor changes have been made to the groupings of income and expense items from the previous year's Performance Report. This brings the Performance Report in-line with Charities Service's guidance. This specifically relates to reclassing some line items as service delivery expenses and employee related expenses from other expenses. There is no change in the overall income and 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 2025

1. Analysis of Revenue

	2025	2024
Donations, Koha, Bequests & Other General Fundraising Activities		
Donations	1,338,051	1,070,952
Total Donations, Koha, Bequests & Other General Fundraising Activities	1,338,051	1,070,952
General Grants		
Trusts and Foundations	120,869	168,972
Total General Grants	120,869	168,972
Capital Grants and Donations		
Capital Campaign Donations	356,800	247,500
Total Capital Grants and Donations	356,800	247,500
Government Service Delivery Grants/Contracts		
Oranga Tamariki Contract for Services	57,233	476,939
Total Government Service Delivery Grants/Contracts	57,233	476,939
Revenue from Commercial Activities		
Programme Income	499,511	491,778
Product Sales	7,089	5,743
Rental Income Received	907,412	859,758
Total Revenue from Commercial Activities	1,414,012	1,357,279
Revenue from Interest, Dividends and Other Investment Revenue		
Interest Income	44,491	33,176
Total Revenue from Interest, Dividends and Other Investment Revenue	44,491	33,176
Other Revenue		
Gain on disposal of Assets	118	10,069
Other income	217	
Total Other Revenue	336	10,069
Total Analysis of Revenue	3,331,791	3,364,887

2. Analysis of Expenses

	2025	2024
Expenses related to Fundraising		
Campaign Costs	11,731	10,790
Fundraising Costs	76,583	11,905
Total Expenses related to Fundraising	88,314	22,695
Employee remuneration and other related expenses		
ACC Levies	9,644	5,971
Consultancy and Contractors	156,654	187,146
Health Insurance	26,383	28,724
Kiwisaver	58,127	74,988
Other Employee Costs	36,139	50,600
Salaries & Wages	1,884,659	2,493,939
Total Employee remuneration and other related expenses	2,171,606	2,841,368
Expenses related to Commercial Activities		
Programme Costs	150,452	160,427
Property Expenses	383,684	509,326
Total Expenses related to Commercial Activities	534,137	669,753
Other Expenses related to Service Delivery		
Audit Fees	8,400	8,000
Bank Fees	3,337	12,963
Customer Relationship Management Costs	81,862	45,336
Expenses related to Property Sale	243	213,448
Information Technology Costs	95,694	98,366
Insurance	9,065	13,001
Legal Fees	1,465	2,125
Licenses and Fees	79,640	65,341
Marketing Costs	21,972	10,875
Website Costs	2,086	16,603
Other Expenses related to Service Delivery	78,853	99,970
Total Other Expenses related to Service Delivery	382,617	586,028
Other Expenses		
Depreciation Expenses	73,531	89,576
Interest paid on Borrowings	-	27,521
Other Expenses	2,213	1,463
Total Other Expenses	75,744	118,560
Total Analysis of Expenses	3,252,418	4,238,404

3. Analysis of Assets

	2025	2024
Cash and Short Term Deposits		
Operating Accounts	67,346	47,302
Savings Accounts	326,601	441,370
Property Bank Account	233,612	145,733
Term Deposit	950,350	1,010,259
Total Cash and Short Term Deposits	1,577,909	1,644,663
Debtors and Prepayments		
Accounts Receivable	22,143	56,654
Debtors Accruals	1,509	2,691
Prepayments	33,015	65,146
Total Debtors and Prepayments	56,666	124,491
Inventory		
Inventory	8,239	9,681
Total Inventory	8,239	9,681
Total Analysis of Assets	1,642,813	1,778,836

4. Analysis of Liabilities

	2025	2024
Current Liabilities		
Bank Overdraft		
Bank Overdraft	-	-
Total Bank Overdraft	-	-
Creditors and Accrued Expenses		
Accounts Payable	135,460	147,978
Accrued Expenses	30,302	30,849
GST	5,906	1,571
Total Creditors and Accrued Expenses	171,668	180,398
Employee Costs Payable		
Provision for Holiday Pay	60,120	94,862
Total Employee Costs Payable	60,120	94,862
Deferred Revenue		
Income in Advance	167,850	204,970
Total Deferred Revenue	167,850	204,970
Loans		
ASB Term Loan	-	-
Matua Foundation Loan	-	-
Total Loans	-	-
Long-Term Liabilities		
Loans		
ASB Term Loan	-	-
Matua Foundation Loan	-	-
Gain on Sale of Property not yet Settled	1,461,421	1,461,421
Total Loans	1,461,421	1,461,421
Total Analysis of Liabilities	1,861,059	1,941,651

5. Property, Plant and Equipment

	Furniture and fittings	Office equipment & Digital	Vehicles	Land and Buildings	Leasehold	Total
	\$	\$	\$	\$	\$	\$
Opening Carrying Amount 1 Jul 2024	5,787	290,384	-	-	25,651	321,822
Purchases	3,195	151,407	-	-	59,806	214,408
Disposals		(273)	-	-	(5,800)	(6,073)
Depreciation and impairment	(1,662)	(67,045)	-	-	(4,824)	(73,531)
Closing Carrying Amount 30 Jun 2025	7,320	374,473	-	-	74,833	456,626
Opening Carrying Amount 1 Jul 2023	11,870	180,900	4,852	12,300,000	278,550	12,776,172
As at 1 July 2023		191,567			136,038	327,605
Depreciation	(4,274)		(215)	(1,100,000)	(122,901)	(1,227,390)
				(11,200,000)		(11,200,000)
Disposals	(1,809)	(82,083)	(4,637)		(266,036)	(354,565)
Closing Carrying Amount 30 Jun 2024	5,787	290,384	-	-	25,651	321,822

The carrying value of plant and equipment held by the Trust under finance leases at 30 June 2025 was Nil (2024: nil).
Property sold under long term settlement relates to the building the entity sold in December 2023, with settlement not taking place until 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

	2025	2024
Accumulated Surpluses or Deficits		
Opening Balance	3,935,422	4,808,939
Current Year Earnings	79,374	(873,517)
Total General Funds	4,014,796	3,935,422
Movement in Reserves		
Opening Balance	7,423,585	7,423,585
Revaluation Reserve		
Asset Revaluation Reserve	-	-
Total Revaluation Reserve		
Total Reserves	7,423,585	7,423,585
Total Accumulated Funds	11,438,381	11,359,007

7. Breakdown of Reserves

	2025	2024
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 commitments or contingencies as at 30 June 2025 (2024: nil).

9. Contingent Liabilities and Guarantees

Deferred revenue includes \$70,000 from Lotteries to fund two digital projects to be completed by February 2026.

10. Related Parties

	2025	2024
Payables		
There are no related party payables as at 30 June 2025.	-	-
Income		
Twin Oaks Classical School (trustee related party)	21,388	-
Expenses		
Hohaia Innovations (trustee related party)	-	2,500
Venn Foundation (trustee related party)	3,450	-
	3,450	2,500

Salaries & Wages paid to 4.35 FTE employees who are officers or are part of the key management team of the Trust is \$549,638 (Last year: \$547,864, 3.58 FTE).

11. Events After the Balance Date

CEO Dave Atkinson finished up with the Parenting Place after 18 years on the 30 June 2025 and in a advisory capacity on the 29 August 2025.

A significant amount of funding relies on internal stakeholder relationships with donors. A change of CEO may have a financial impact, but it cannot be estimated.

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

12. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.

13. Audit

A prior period error of under reported income of \$75k has been corrected in the Statement of Performance for the period ending 30 June 2025.

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Charities number
CC28547

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