



# ANNUAL REPORT

## July 2020 – June 2021

**Our Vision:**

Strong connected, confident and caring families, whanau and communities in Selwyn.

**Our Mission:**

To strengthen whanau through empowering parents and caregivers to learn, play, connect and thrive with their tamariki.

**Our Purpose:**

To maintain a Selwyn District Parenting Network which promotes and encourages development and empowerment of parents and caregivers in an educative and supportive environment.

# CHAIR'S REPORT

We are living in crazy times. Like everyone the Selwyn Parenting Network has been impacted by the Covid-19 Pandemic . Between lock downs and levels SPN has had to 'pivot'. We have an amazing Committee and Coordinator who are committed to reaching and serving the parents and families of our community. Online resources and networking became the new normal. The forced cancellation of our planned Parenting Week and Family Fun Day were huge disappointments but we were so happy to have been able to hold our Children's Day Celebrations back in March. As usual this was a huge success and shows not only the need for such events, but also the support of the Selwyn community.

A lot of effort this year has gone into strengthening networks and supporting those organisations with which SPN partner to strengthen Selwyn parents and families. Our coordinator Kate is to be congratulated in finding innovative ways to continue the work of SPN during trying times and for working so hard alongside such networks as those addressing family safety and well-being.

Through out the year the SPN Committee has continued to meet, discuss, plan and dream of how SPN can best achieve its goals. I would like to thank each member of the committee for their commitment. This is a great committee to be part of. So much passion and fun at each meeting. We are never short of volunteers when they are needed.

A special thank you must go to Karla Gunby. Officially she is our co-chair, but it would be true to say she does more than her fair share of keeping SPN on track. As her co-chair I have had the privilege to work alongside her and share the credit for the work she has done. This year has been her last on the committee. Her knowledge and passion of community development has been an important mainstay of SPN. Her commitment has been fundamental in the success of SPN. Though she is stepping down as a committee member, we know she will be cheering SPN along and, no doubt, will be among our fabulous event volunteers.

It is true to say that without our fabulous committee and coordinator we would not be able to even come close to achieving our goals. Invaluable too are the many volunteers and partner organisations that share our vision for our community and without hesitation walk alongside us to do the work. Thank you to each and everyone of you.

It is the support of our community that encourages us to continue the work SPN does. We rely on our funders and sponsors too. You are vital partners in this work and we are grateful for the trust and confidence you continue to show in SPN to deliver.

Who knows what 2022 will look like. But I am confident that SPN will be here this time next year. The future, though uncertain, with a committee, coordinator and supporters that we have, is sure to be exciting. I thank each and everyone of you who have journeyed with us this far and invite everyone to join us for the adventures to come.

**Chris Martin | SPN Co-Chair  
October 2021**

# PROJECTS & EVENTS AT A GLANCE

- **SELWYN KIDS COOK MONDAYS JULY 2020:** A month-long campaign entitled Around The Globe: South America, Pasifika, Europe & Asia.
- **SPN FAMILY FUN DAY OCT 2020:** Whilst this event was planned right up to the beginning of October, COVID Alert Level Restrictions meant that we had no choice but to cancel the event.
- **SPN REUNION:** A trip down memory lane – A fantastic reunion of past and current volunteers and committee members joined together for a reunion marking almost ten years since SPN was created, following the 2011 Earthquakes.
- **MANA AKE FAMILY COMMUNITY PICNIC IN JANUARY 2021:** SPN with the support of Rolleston Rotary supported this Mana Ake Family Picnic – A community initiative which took place at Rolleston Primary School - showcasing the support that Mana Ake provide to all Primary schools in the community, promoting wellbeing and positive mental health.
- **WAITANGI DAY 2021:** Attendance at Two River Community Trust Event with considerable resources and signposting for parents along with a shaded play area for young children to play, and try out chalk art and other Waitangi Day activities.
- **SPN CHILDRENS DAY MARCH 2021:** Despite almost not happening due to COVID Alert Levels we postponed this flagship event by one week; reorganizing everything to make it with 95% of our original line up.
- **STRATEGIC ALIGNMENTS TO SELWYN PARENTING PROGRAMMES:** Including promotion of programmes such as Incredible Years (Real Families), Tuning Into Kids (Mana Ake) and Confident Adventurers and Social Skills with Talk Together
- **DIGITAL CAMPAIGNS AROUND TEEN/TWEEN MENTAL HEALTH & PARENTAL MENTAL HEALTH :** Alignment with Whanau Awhina Plunket on Parental Mental Health, along with other service provider initiatives including Youth Week and Mental Health Awareness Week.

# SELWYN KIDS COOK MONDAY'S 2020

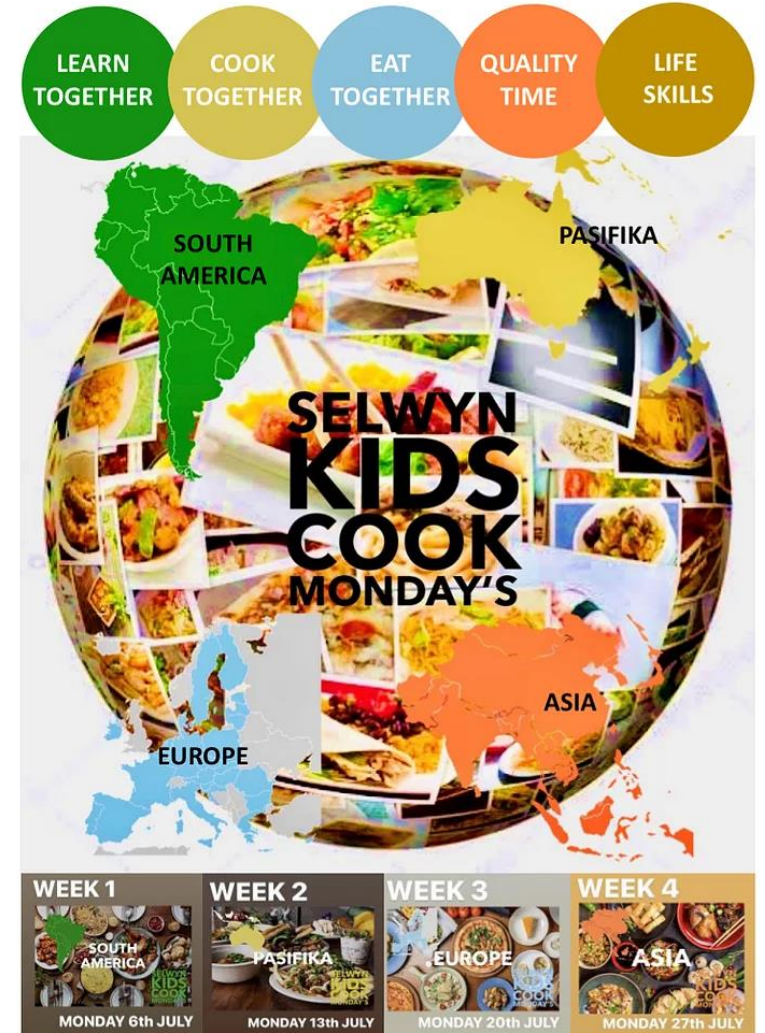
Selwyn Kids Cook Mondays returned in July 2020 and our theme centered around different cultural dishes from around the world! Whilst the brakes have been put on the world in terms of physical travel around the world, we decided to take our taste buds on a global culinary adventure and headed off to:  
South America | Pasifika | Europe | Asia

Each week we offered culturally themed dishes for the kids to try out at home with their parents, whilst also offering fun competitions, recipe ideas, fact sheets, meal planning suggestions, nutritional information, 'Facebook Live Cooking' and an online 'Nutritional Workshop' for parents; proudly partnering once again with Nutritionist Pip Meads from Pure & Simple Nutrition. Families following our dedicated 'Selwyn Kids Cook Monday's' Facebook Page got to discover global recipes and flavours that children not only loved to cook but loved to eat too!

Selwyn Kids Cook Monday was an initiative taken from the US based Monday Campaigns, and one which encourages families to set aside the first night of every week to establish a routine of making healthy food choices by cooking and eating together. According to a study in The Journal of Pediatrics, eating family meals was associated with reduced odds of being overweight or obese, with national surveys reported by the Centre on Addiction suggesting that kids who eat family dinners have better relationships with their parents and a decreased risk of smoking, drinking or using other drugs.

## THIS JULY

We take our taste buds on a global culinary adventure...



# WAITANGI DAY 2021

## MALVERN ANNUAL FAMILY FUN DAY WITH DARFIED TWO RIVERS COMMUNITY TRUST

Once again it was great to support the Darfield Two Rivers Community Family Fun Day on Waitangi Day. It is always a thought-provoking day for many across the nation, and an event which the Two Rivers Community Trust seem to capture beautifully within their rural surroundings of the Malvern region.

It is always great to be flying the flag of Selwyn Parenting Network and the signposting, support and resources we can offer to our rural families, and this year proved no different.

Many families and parents popped by to see us in the SPN tent and we were delighted to have numerous free resources for them, along with fun free activities for the children. It is always a great day to also promote our flagship Children's Day Event following a month later, and flying the flag for many of the service providers and community organisations that we align with.



# SPN CHILDREN'S DAY 2021



Thousands of whanau descended on Foster Park for our flagship **Children's Day 2021** back in March; an event made all the more special by the fact that it nearly didn't happen!

We managed to pull off our most successful Children's Day to-date – all whilst retaining 95% of our original activities and entertainment - at a time when other events were being cancelled across the whole country due to the uncertainty surrounding COVID Alert Levels.

Postponing our event by one week, we managed to totally reschedule everything from activities and entertainment, advertising material, hire of equipment and ultimately reallocating key roles and responsibilities to dozens of volunteers on the lead up to the days itself.

Lending their hands to rescheduled tasks – be it trailer collections, borrowed gazebos, collection of bread for sausage sizzles – you name it, the staggering success of our event hinged on many contributing factors, not least of all our volunteers being the critical component to success, and ultimately the face of our event!

Our event attracted video coverage from the team at Rata Foundation with their 'Faces of Funding' campaign - showcasing just how far Selwyn Parenting Network has come in the last decade.

The outpouring of love and attendance of thousands of families from across Selwyn - alongside such an abundance of committed volunteers - truly reinforced just how much people want to connect and support one another, and play such a pivotal role in our community event.

# SELWYN SAFER FAMILIES

Selwyn Safer Families was born from initial discussions held between Selwyn Police, Family Protection Officers and with support from Violence Free North Canterbury (VFNC). It was established as a sub group of the Selwyn District Council's 'Social Wellbeing Group' following recognition for the need to emulate the VFNC model which brings together a collaboration of agencies who aim to eradicate family harm in the region: supporting children, women, families and community organisations.

With a vision that 'All Selwyn residents' lives are free of family harm' the mission of Selwyn Safer Families is one that has dovetailed well into the outreach to services the Selwyn Parenting Network can provide: influencing positive social change within the community, and through empowering the community to send the message that family harm is unacceptable and that change is possible in the quest to eradicate family harm.

Over the past year Selwyn Parenting Network has played a key role amongst a number of other community organisations - including Aviva, Restorative Justice, Salvation Army, Selwyn Police, Mana Ake and Early Start – to pull together free workshops and resources for the community organisations and service providers working within the region. This has been done in order to shape and influence social change through responding effectively, sensitively and appropriately. We have been instrumental in signposting a number of Selwyn families and individuals towards specialist support and outreach facilities. And whilst we recognise that there is a long way to go with this advocacy, we know that a multi agency approach can really help make a difference in breaking the cycle of family harm.



Knowing what to say...

Knowing what to do

This workshop will provide Selwyn organisations and NGOs with an insight into how we can all influence social change in family harm through responding effectively, sensitively and appropriately. When well managed and understood, a coordinated community response with multi agency approach can really make a difference in breaking the cycle of family harm.



Free Workshop Thurs 18<sup>th</sup> March

Proudly brought to you by **Selwyn Safer Families** and facilitated by Gwenda Kendrew – General Manager, Operations for **Aviva**, along with **Selwyn Police** Prevention Sergeants: Richard van Asch and Tony Beaumont.

**Collectively our facilitators will provide a practical understanding of the dimensions dynamics and impact of family violence and how to respond accordingly.** The session will allow time for Q&A and a number of free resources will be available for groups to take away at the end of the session.

**When: 18<sup>th</sup> March**  
**Time: 10am – 12pm**  
**Where: Ahuriri Room**  
Tai Tapu Community Centre  
Tai Tapu | Selwyn | 7672

**RSVP: By 16<sup>th</sup> March**  
Please email us your name, title organisation and staff attending to:  
[selwynsaferfamilies@gmail.com](mailto:selwynsaferfamilies@gmail.com)

This workshop is totally free to attend however bookings are essential as our numbers are strictly limited to 50 max.

We welcome all staff and volunteers from the organisations that attend the Selwyn Wellbeing Forums and those working as front line service providers responding to our community needs.

# CONTRIBUTION & COLLABORATION IN THE COMMUNITY

As a vital parenting signpost / research network we know that we couldn't achieve the success we do without our ever-evolving collaborations which extend across the wider Canterbury community. Firstly we thank the ongoing support of funding from The Rata Foundation, Lotteries NZ, COGS and Faringdon who share our vision within the community. Leading on from this are our collaborations which include:



- **Selwyn Safer Families** – providing critical signposting to families in need of support and working with **Selwyn Police** and other agencies such as Aviva
- **Two Rivers Community Trust** – supporting their Waitangi Day Picnic and Matariki Events
- **Selwyn District Council** – Working together on common projects, and our most recent involvement with developing a charter towards Collective Impact in Selwyn, ultimately looking at the aspects of Parenting and Mental Health / Wellbeing.
- **Selwyn Sports Trust** - Collaborating on physical wellbeing and family initiatives.
- **Pure & Simple Nutrition** for our month long 'Selwyn Kids Cook Mondays' campaign each July.
- **Informational hubs** – Building strong meaningful connections and relationships with providers who are experts within their fields such as:
  - **Talk Together** who offer support social skills groups for children.
  - **Real Parents** who offer provide free Parenting Courses such as the Incredible Years.
  - **On The Spectrum** supporting families with children who are on the spectrum.

We have also attracted local community groups such as **Mana Ake**, **Cornerstone Church**, **Rolleston Rotary** and **St John Ambulance** to support our flagship events, and in turn raising their *own* community profiles amongst families, all whilst enticing others to volunteer. The engagement we have garnered from school groups, students' and the university "future leaders" groups – who are all looking to volunteer their time and gain valuable experience in their community - has also been heartening.

# GROWTH IN PARTICIPATION AND REACH



## Growth of Digital Platforms: We've witnessed exponential growth in our digital platforms

- In 2011 Facebook was only just beginning its journey, with newsletters emailed to schools
- By 2016 online following was a few hundred | We had built a database of schools /preschools and early learning facilities in order to stretch our reach
- Today we sit with a following of just <3000 online and a monthly *average* reach of >20,000 on Facebook alone with an upward growing trend in website traffic.

In 2011 when our first volunteers came together never did they anticipate the heady heights of success that their embryonic network would reach. They knew they could make an impact, and an impact is definitely what has been made:

## Numbers of Volunteers:

- 2011: Volunteers consisted of those individuals who attended the initial parenting course
- 2016: Family members and friends would assist as SPN became more recognised (A dozen)
- 2021: Flagship events require a small army of volunteers! Most recent: 60 on the day alone.

## Attendance / Participation at Events :

- Half a dozen or so families enjoyed local connections /family get togethers/ picnics in 2011
- By 2016 we were attracting between 300 – 600 as word spread amongst families
- This year around 6-8,000\* enjoyed our flagship event (\*calculations given by Selwyn Police on the day)

# RESILIENCE & PURPOSE

We have certainly felt a resilience and prepared state of readiness over the past financial year and have been proactive in navigating our way through the ongoing global pandemic and impacts of COVID19. If there's one thing that these challenging times have almost certainly taught us is that charities, social enterprises, not for profits and volunteers really do become the backbone of our local community, and SPN is proud of the role that it has been able to play.

Considerable planning of approximately 5 months, went into our Family Fun Day in October 2020 – always scheduled for the second Thursday of the Spring School Holidays in October. However, it wasn't meant to be when we were thrust into Level 2 restrictions meaning that all events of over 100 attendees could not go ahead. Despite the disappointment, all of our partnering service providers, community organisation's and businesses (involved on the day) totally understood these circumstances being out of our control, and for our parents, caregivers and families we placed ideas on our digital platforms of how they could enjoy a special cost-effective family day together.

We have been widely recognised as a 'champion for positive change' and an activator/facilitator to making the necessary connections so that parents, caregivers and families can actively engage with supportive agencies and service providers. Selwyn has grown considerably with many new and young families moving into the region.... It is no longer a little rural region....many parts of Selwyn have become bustling suburban hives of activity with new sub communities being shaped and new connections being made. The need to collaborate within our community is one that we have not only made happen, but have done so with pride, as we continue to shape our networks within our growing community. We are excited for the collective impact opportunities that we have ahead of us within Selwyn, including being identified as a potential backbone organisation for these collaborations centred around Parenting and Mental Health / Wellbeing.

“The beauty of our ongoing ability to be flexible , to change and to evolve is hugely down to the devotion and leadership vision of our voluntary committee and team.

This has meant that we have been in a great position to hastily put measures in place and ensure ongoing support and empowerment to families, parents and caregivers despite the constricts of physical distancing and isolation.

This has also been critical during these unprecedented times of uncertainty, where there has been considerable concern for many families, including job losses, migrants being away from their families in other countries (with no ability to travel overseas), and considerable mental health issues including anxiety.”

# COMMITTEE & STAFF

Selwyn Parenting Network is incredibly proud to have a diverse and passionate governing committee of volunteers driving the direction of our charitable organization, along with one part time contracted member of staff managing the day to day operations of funding applications, marketing, events, social media, connections, administration, website and networking.

Many of our voluntary committee members take on increased responsibilities and new opportunities within their day to day to lives, all whilst providing SPN with the same level of commitment and support which is so hugely appreciated.

We truly recognise the importance of having a wide reaching committee that truly understands the needs of all parents, caregivers and families, including those who are more isolated and/or rural, and as we forge forward we certainly endeavour to make this a growth area for our organisation.

We continue to want our staff and volunteers to feel valued which in turn will assist them to remain effective in their roles - providing support, information and resources to all those who need it.



# FINANCIAL REPORT

## Key points for the year

- In this uncertain year SPN has maintained our presence in Selwyn and played an active and ongoing role with organisational partners, parents, caregivers and whanau.
- Contractor's fees remained our biggest investment. Donations and sponsorship to us decreased because of us changing events due to covid, however we received an increase in the amount from grants in comparison to last financial year. We thank our funders for this contribution as it allowed us to continue the contact with parents that was especially needed in lockdowns.
- Because of our cash accounting reporting, last year SPN had a \$21,052 loss because the money from the Rata Foundation came in later in the year. We finished the current year on \$4746 profit.
- We have a small amount unexpended for the year. It is important to mention that \$2,500 from Selwyn District Council was going to be used for Family Day in October 2020 and consequently for Family Day 2021. Due to Covid restrictions we couldn't go ahead with either of them.
- Children's Day 2021 went ahead, with us moving the date by one week to ensure the event could go ahead after covid restrictions. We got an increase in sponsorship from Farringdon which allowed us to provide extra entertainment for the approximate 8,000 parents, children and family members who attended on the day.
- Last financial year we collaborated with another community organisation - Talk Together. We received funding of \$3,000 to support communication and social skills workshops for local families in Selwyn. We are thrilled that we did it again in 2021, and better yet, we increased it by \$1500.
- We closed the financial year with \$19,665 cash in the bank, so in a healthy position to go into 2022 and support the growing population of Selwyn.

**Carla Plato – Treasurer**

A full copy of our Audited Financial and Service Statements is available upon request.

The Financial and Service Statements comprise the 'Performance Report' for Charity reporting purposes.