



# ANNUAL REPORT

## July 2019 – June 2020

**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

So much has happened in the last 12 months. This year has been unusual to say the least. From the highs of the events of 2019 to the anxiety and 'pivoting' of 2020. Our highlights included the Selwyn Parenting Network headlining Parenting Week 2019 with a sold out event "Empowering Our Young People" with New Zealander of the Year Mike King speaking about resiliency and mental health. The two flagship events of Family Fun Day and Children's Day were both well supported by the families and whanau of Selwyn who enthusiastically participated. Neither of these events would have been possible without the support of volunteers whose numbers have grown and we are grateful for their willingness to help us make these events happen. We are grateful too that we were able to complete these events before the Covid 19 lockdown.

Partnerships are a key part of the Selwyn Parenting Network's success. Those communities and organisations that we work alongside and support achieve so much when we work together. The Waitangi Day Celebration in Darfield is an example of this. It was an important opportunity to promote the work of the Selwyn Parenting Network as a hub, a 'signpost' to resources and supports for Selwyn parents and families.

The advent of lockdown was a challenge that the committee and coordinator of the Selwyn Parenting Network rose to tackle. During this time we saw the strengthening of networks and cooperation as discussions moved to Zoom. The sharing of needs and ideas has seen partnerships become even more important, trust has grown and connections strengthened.

The Selwyn Parenting Network a decade ago was a fledgling organisation that had to work hard to define itself and its role. It received support and advice from other organisations and communities. Now the Selwyn Parenting Network has grown into an organisation with purpose and direction. We find ourselves now able to support where we were once in need of support. The Selwyn Parenting Network is privileged to be able to partner with organisations such as Talk Together and Pure & Simple Nutrition, to make services more accessible and ongoing, and tap into local expertise and knowledge.

Our social media presence and online campaigns have increased the Selwyn Parenting Network's following and has created a strong base from which we are able to promote services, events, service providers and community organisations that exist to strengthen the families and whanau of Selwyn. None of this would be possible without the dedication of the Selwyn Parenting Network Committee. This team has a shared vision and willingness to work together. It is not unusual for the entire committee to attend an event in order to help. Thank you all for your dedication and for being fun to work with.

To our funders (the RATA Foundation, Lotteries, COGS and the Selwyn District Council) and sponsors (Farringdon and many other local businesses) thank you for your ongoing support and encouragement. Thank you Kate Webb, our amazing coordinator. Your hard work does not go unnoticed and as a committee we are in awe of your energy and dedication.

Finally on the occasion of the Selwyn Parenting Network's 10th Birthday... a huge thank you to all of those past contributors to the Selwyn Parenting Network: committee members, event organisers, coordinators, volunteers... The organisation today stands upon the shoulders of those who came before us.

**Chris Martin | SPN Co-Chair  
November 2020**



# SELWYN PARENTING NETWORK STRATEGIC PLAN 2019 - 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.

## Selwyn Region:

- Population: 59,300 with a growth of 6% per year
- People under 15 years old: 12,004
- Regional migration drove 59% of population growth over past 5 years
- Young families are driving this regional migration
- Selwyn is the fastest growing region in NZ



"Providing a 'Parenting Signpost' of service providers and community organisations who in turn help strengthen, support and empower all families in the Selwyn district."

## Our Strategic Priorities:

Through our planning process we have identified five key priorities: Collaboration, Support Network, Family Events, Parenting Education and Information Provision which feed into our overall values: Learn, Play, Connect & Thrive.

Our efforts and investment will be placed into these five strategic priorities which are based upon feedback from our stakeholders. These priorities will guide our activities for the next three years.



# EVENTS AT A GLANCE

- **SELWYN KIDS COOK MONDAYS JULY 2020:** A month-long campaign aimed at empowering parents and encouraging children into the kitchen.
- **CONCLUSION OF PLAY & CONNECT:** The end of an era.
- **GUEST SPEAKER – MIKE KING SEPTEMBER 2020 | HEADLINING PARENTING WEEK:** A sell out event with New Zealander of the Year Mike King: Empowering our Young People.
- **SPN FAMILY FUN DAY OCT 2019:** First of Two Flagship Events proudly delivered by SPN.
- **WAITANGI DAY 2020:** Attendance at Two River Community Trust Event with resources and Gum Boot throwing competition for families
- **SPN CHILDRENS DAY MARCH 2020:** Second of our Flagship Events proudly delivered by SPN.
- **MOTHERS DAY MAY 2020 DIGITAL CAMPAIGN:** Creating Meaningful Impact

As a grassroots driven community organisation SPN aims to meet the parenting needs of both parents and caregivers in many ways, including ways that are educational and fun.

As a result SPN has held regular events and campaigns for Selwyn communities since its inception, all of which deliver accessible, low-cost, educative and fun activities and programmes for parents and caregivers.

Between July 2019 and June 2020 SPN has continued to strengthen its support from the community for a number of events, and this has been demonstrated by the consistent increase in the numbers attending. We have also been very fortunate to attract and retain sponsorship and participation by local service providers, businesses and other organisations.

# SELWYN KIDS COOK MONDAYS 2019



In collaboration with Pip Meads from Pure & Simple Nutrition Ltd, the second year of Selwyn Kids Cook Mondays aims to bring a focus around sustainability (July doubles as Plastic Free Month), in addition to appealing to kids of all ages to get in to the kitchen. It is our aim to pull this together as a focused campaign in its entirety and in order to do this a separate Facebook Page needs to be formed to allow for a monthlong coverage in one dedicated space.

<b>WEEK 1</b>	<b>Encouraging Kids / Countries</b>	<ul style="list-style-type: none"> <li>Posts &amp; Resources will focus on how to get their children of all ages engaged in the kitchen, and break into 5 different age groups</li> <li>Fun element for the children will be for them to choose to cook from a country of their choice, and explore the foods of different origin (5 Prizes To Win)</li> <li>Measurement of success will be the different entries that we receive</li> </ul>	<b>Actual Competition Day is Monday 1<sup>st</sup> July with 5 Prizes of Beginner Cook Sets To Be Won</b>	Thurs 4 <sup>th</sup> July Commence Pizza Making Promo for Week 2	Sun 7 <sup>th</sup> July Competition Rules and Deadline Dates for Week 2 entries
<b>WEEK 2</b>	<b>PIZZA Week</b>	<ul style="list-style-type: none"> <li>Posts &amp; Resources will focus on looking beyond the conventional takeaway pizza, and how healthier options can be achieved in the kitchen</li> <li>Fun element for the children will be for them to make a pizza, choose what base they want, choose and prepare toppings and create a fun dinner</li> <li>Measurement of success will be number of entries and growth of new FB Page</li> </ul>	<b>Actual Competition Day is Monday 8<sup>th</sup> July with A Pizza Stone and Cook Book Prize To Be Won</b>	Thurs 11 <sup>th</sup> July Commence Creative Week Promo for Week 3	Sun 14 <sup>th</sup> July Competition Rules and Deadline Dates for Week 3 entries
<b>WEEK 3</b>	<b>Let's Get Creative Week</b>	<ul style="list-style-type: none"> <li>Focus on the science behind food; factual and educational elements that can be brought into the kitchen such as maths and science OR being creative with food in a different way, such as Love Food / Hate Waste (LF/HW)</li> <li>Fun elements will be around science or creating a picture using LF/HW</li> <li>Measurement of success includes feedback from LFHW / Nano Lab Girl</li> </ul>	<b>Actual Competition Day is Monday 15<sup>th</sup> July with 3 Science Cook Books To Be Won &amp; Creative Pack</b>	Thurs 18 <sup>th</sup> July Commence Meal Planning Promo for Week 4	Sun 21 <sup>st</sup> July Competition Rules and Deadline Dates for Week 4 entries
<b>WEEK 4</b>	<b>Meal Planning Week</b>	<ul style="list-style-type: none"> <li>Meal planning and budgeting. Week 4 planning commences just before school (Term3) commences so Tips, apps, resources for budgeting etc to be shared.</li> <li>Fun elements will be to see kids helping with meal preparation including lunchbox items for the week ahead (plus weekly planning, budgeting)</li> <li>Measurement of success: new ideas and feedback generated through entries</li> </ul>	<b>Actual Competition Day is Monday 22<sup>nd</sup> July with Lunchboxes / Meal Planner Board To Be Won</b>	Thurs 25 <sup>th</sup> Commence Seasonal Cooking Promo for Week 5	Sun 28 <sup>th</sup> July Competition Rules and Deadline Dates for Week 5 entries
<b>WEEK 5</b>	<b>Seasonal Cooking Week</b>	<ul style="list-style-type: none"> <li>Focus on seasonal planning and budgeting. Week 5 planning commences one month before Spring: Tips, apps, resources for seasonal planning/budgeting</li> <li>Fun element will be to see kids growing for the next season – using vegetables to generate more (keeping seeds or roots from something they've cooked)</li> <li>Campaign measurement: overall uptake / sponsors / new alignments / FB page</li> </ul>	<b>Actual Competition Day is Monday 29<sup>th</sup> July with Family Meal Out Healthy Harvest Vouchers to Be Won</b>	Tuesday 30 <sup>th</sup> / Wednesday 31 <sup>st</sup> July Wrap Up Selwyn Kids Cook Mondays Campaign Month with Thanks to Sponsors and Campaign Supporters – Encourage Feedback for future use.	



July is the month for our Selwyn Parenting Network Kids Cook Monday's Campaign: With FIVE Monday's throughout the month of July we are encouraging Selwyn families to get on board with this initiative to set aside the first night of every week in July (and even ongoing!!) for cooking and eating together as a family...



**START YOUR WEEKS OFF RIGHT  
MAKE MONDAY'S FAMILY NIGHT!**



In July 2019 we hosted our second annual month-long Selwyn Kids Cook Mondays with Pip Meads from Pure & Simple Nutrition – a local qualified Nutritional, which aimed to empower parents and encourage children of all ages to come together and learn skills in the kitchen that would equip them for life, whilst also promoting family connectedness, sharing of ideas and togetherness around the dinner table at the start of each week.

Once again we partnered with local Qualified Nutritionist, Pip Meads from Pure & Simple Nutrition and broke the five weeks down to showcase themed focus weeks which each linked to competitions that children could enter with the support of their parents.

Resources were also shared from Love Food / Hate Waste'; Heart Foundation, Toi Tangata and Canterbury District Health Board.

# SPN PLAY & CONNECT

## THE END OF AN ERA

August 2019 saw us conclude our SPN Play & Connect Sessions - As the old saying goes, all good things have to come to an end....change is inevitable and opportunities bountiful, and in our quest to empower and strengthen whanau we evaluated the outcomes of these Play & Connect sessions in line with our desire to continually evolve.

Over the past couple of years (whilst offering our term time sessions) we were delighted to witness new service providers creating opportunities within Selwyn for the 0-5 age group; local libraries initiating new concepts; childcare providers extending free pop up workshops in rural area and more community groups taking the lead with fun offerings.

As we forge forward we realised it was time for SPN to redirect funding and resources and for us to create measurable outcomes and opportunities with some new identified groups; groups who also need our support to connect them to their Selwyn audience. We hosted a 'Grand Finale Morning Tea Party' to celebrate the end of the chapter and thanked those who had championed our cause.



# PARENTING WEEK 2019

## HEADLINING EVENT WITH MIKE KING

In September 2019 we proudly headlined Parenting Week (run through Neighbourhood Trust) with our "Empowering Our Young People with New Zealander of the Year, Mike King". Our venue: Rolleston College, with a capacity of 500 for its' auditorium sold out three weeks prior to the event, with 450 tickets sold and 50 VIP Tickets provided to key stakeholders, partnering organisations, volunteers and competition winners.

The whole evening received amazing feedback from all involved and those who attended; bringing such a high profile and topical speaker direct to Selwyn was a huge success and one which paid dividends in many ways.

We had parents who felt empowered by his very real messages; families who took their teenagers along to hear incredible stories of courage and hope, and we also pulled together an incredible level of sponsorship so that we could do a prize raffle to raise funds for mental health and families. This alone raised an additional \$2,000 for community mental health and wellbeing on top of ticket sales of over \$4500 which were split equally between The Neighbourhood Trust, The I Am Hope Charitable Foundation and Selwyn Parenting Network - to be ploughed back into Selwyn initiatives for families. I AM Hope requested that their share also be ploughed back into Selwyn, allowing for us to provide \$3000 of subsidies to Talk Together.



Speech Language Therapy & Social Skills Groups



# FAMILY FUN DAY 2019



## PRINT MEDIA COVERAGE:



## A VISUAL REPRESENTATION



A variety of informational and interactive hubs saw community organisations and service providers cover a wide range of health and well being subjects, including physical activity and movement with our 'Sports Hub', a 'Nutritional Hub' with tasters and information; a highly popular Creative Hub, Sensory Hub and Cultural Kirituhi Hub. We worked with over a dozen service providers /local businesses to offer activities and entertainment for all. We also provided opportunity for 2 children's performances through Infinity Gymnastics and Out of Control – A young Selwyn Band.

## FUNDER & SPONSORS:



## OUTDOOR SITE PLAN:



Family Fun Day in October 2019 proved to be another one of our best receiving incredible feedback from the businesses and service providers with whom we aligned. We were commended not only on our organization of the event but also on the vast amount of marketing around the event, and the exposure through both digital and print media. 18.4k people alone were reached through our event page on Social Media and press releases were picked up by print media both before the event and after the event.

We were very proud to host six community hubs including Selwyn Sports Trust with the Sports Hub; Selwyn Creative Network with our Creative Hub; Pure & Simple Nutrition with our Nutritional Hub AND over a dozen other regional service providers and local businesses. Collectively we had the most incredible variety of fun activities, engaging content and informational resources. We were also delighted to host both Fire and Emergency NZ and Canterbury Police – Our events are always made stronger through their collaboration and attendance.

Another amazing Sausage Sizzle was run by Dawn Pollard and Nicola Bray (previously Ray White Lincoln) – Each year they assist us with this great fundraiser and this year exceeded all expectations. Combined gate and sausage sizzle donations raised over \$3K in fundraising efforts for SPN. Our entertainment and activities included Pedal Mania, Pony Rides and Farmyard Animals, 4 Different Bouncy Castles, our six community hubs (Sports & Movement, Nutrition, Creative, Sensory, Kirituhi Drawings and Mini Nails and Braids) ; the team from Flips & Tumbles; Juggling Workshops and more.



# WAITANGI DAY 2020

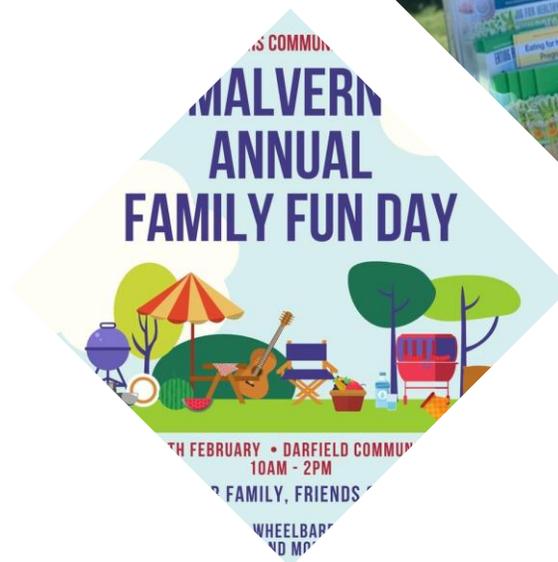
## MALVERN ANNUAL EVENT WITH TWO RIVERS TRUST

In February 2020 we were invited to be a part of the Two Rivers Community Trust Waitangi Day Event:

We ran a very successful Gum Boot Throw activity with the gazebo set up as a mini centre for parent resources which attracted many families to come and talk to us.

We also maximised the opportunity to advertise Children's Day and also gain Expressions of Interest for an upcoming Father & Son Camp in Selwyn.

Its always great to see families and the wider Selwyn community benefit from the supports, and these rural events are especially important for us to reach more isolated families and provide access to free parenting resources, links to local upskilling for parents and a platform upon which we can champion all of our strategic partners, community organisations and service providers.



# CHILDREN'S DAY 2020

Children's Day 2020 – which always takes place on the first Sunday of March, and once again was hosted from Foster Park, Rolleston - saw us partner with many familiar faces and attract an abundance of new voluntary support including that of the newly formed Rolleston Rotary Club.

As a day that is celebrated nationwide, we are always incredibly proud to host this Free Flagship Family Event for Children's Day in Selwyn, and we balanced the day beautifully with a mix of activities and entertainment for all, combined with informational resources that parents could maximise on.

Building on last year we invited the AllRight! team to return as our 'masters of resources' within our SPN Tent, providing an abundance of free resources aimed at strengthening families, and empowering parents. This in turn allowed our own committee members to focus on the event in hand, working alongside all of our strategic partners and community organisations.

The number of people attending our events has continued to increase along with our social media reach where we are able to provide local event information, information on supports available to families in Selwyn, free parenting resources, links to local upskilling for parents and a platform upon which we can champion all of our strategic partners, community organisations and service providers.



# DIGITAL PLATFORMS



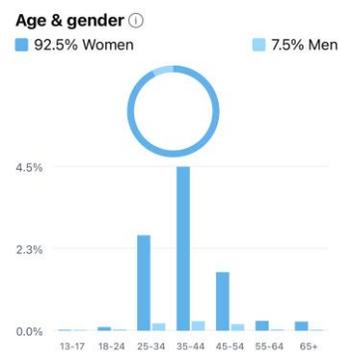
**CHILDREN OF ALL AGES - LONGER RUNNING**

**WHAT WE DO**  
Selwyn District continues to be the fastest growing suburb in the region, and we are proud to be a part of the Selwyn Parenting Network Inc. We are committed to making a difference within the region, with a focus on supporting parents, caregivers and children of all ages.

**OUR EVENTS**  
We are offering a variety of events for parents and children including Family Fun Day, and more to come.

Facebook Page likes  
**2,353**

Instagram followers  
**219**



8 March - 4 April Last 28 days

Post reach <b>62.6k</b> ▲ 41.4k	Post engagement <b>12.2k</b> ▲ 6.4k	New Page likes <b>124</b> ▲ 7
---------------------------------------	---	-------------------------------------

10 May - 6 June Last 28 days

Post reach <b>15.7k</b> ▲ 3.8k	Post engagements <b>1,605</b> ▲ 1.4k	New Page likes <b>14</b> ▼ 2
--------------------------------------	--	------------------------------------

Posts 36 posts published in the last 28 days.

**MOST ENGAGING POSTS**

One minute read: Another...	Reach 33.5k
We've found a great little boo...	Reach 12.6k
Nothing but unconditional l...	Reach 7.3k

Posts 20 posts published in the last 28 days.

**MOST ENGAGING POSTS**

Support for anxiety as our...	Reach 6.6k
#blacklivesmatter - We certain...	Reach 1.1k
Free E-Cookbook	Reach 1.2k

We continue to explore the various channels of social media in order to keep up with where families are reaching out to – many parents tend to like the familiarity of Facebook and yet are also exploring numerous newer platforms which continue to evolve and gain momentum in popularity and ease of use. Influencers have become the ‘norm’ especially with new parents, and the younger generation, and whilst this reaps many positive messages for parents (especially those sharing struggles and realities of parenting) it can also have the reverse effect on many believing that they need to keep up with unrealistic trends. Being mindful of our messaging, ‘keeping it real’ and sharing factual content is so important.

Social media campaigns, event pages and daily updates are critical to retaining our online audience reach and we have noticed a shift in the way that social media platforms are reaching these target audiences. Over the past year we have been very mindful that audiences are really mixing up their viewing patterns; no longer scrolling static posts but more so watching daily stories, video live streams and searching for content.

Over the past year our social media reach has continued to grow by a further 400 followers. Whilst this is a drop in the ocean to some, for a regional charity like ours this indicates a 20% organic increase in our target audience, and that’s something we are incredibly proud of especially given that we have very limited budget for boosted content. Keeping our audience engaged is crucial.

It is key to remain ever mindful of the need to use all mediums of marketing and investing in digital strategies that can allow us to increase measurable impact to parents. Our website continues to evolve as a signpost for parents, with an ultimate goal to be a one stop resource to community organisations, service providers and informational hubs for our Selwyn parents.

# COVID-19 | IMPACT

Late March 2020 saw us all head into the most unpredictable times with the global pandemic and impacts of COVID19. The beauty of our ongoing ability to be flexible, change and evolve - hugely down to the devotion and leadership vision of our committee - meant that our charity was in a great position to hastily put measures in place to ensure ongoing support and empowerment to families, parents and caregivers despite the constricts of physical distancing and isolation. We also ensured that the increased time and contact needed to support families and whanau under lockdown (with our changed methods of operation) was managed thoughtfully and effectively.

Like many others across the globe we took our committee meetings online and were acutely aware that the digital platforms (that we have always invested in growing) were to prove invaluable. Online bubbles were formed with community groups; we were specifically invited to be a part of the Selwyn Wider Community Group initiated by Selwyn District Council where we worked in partnership with the Mayor, Councilors, High Profile NGOs and Business Leaders to develop a community response.

We were able to actively promote digital workshops being offered to parents through All Right! Talk Together, Parenting Place and Selwyn District Council and although there would appear to be a saturation of online workshops we were delighted that the team at Talk Together - whom we have supported since their inception in 2017 - sold out all three of theirs: A testament that we are championing 'up and coming' partners who are relevant, topical and needed within our community.



# VOLUNTEERS



Selwyn Parenting Network continues to forge meaningful and mutually beneficial collaborations with partnering organisations within our community, such as the newly chartered Rolleston Rotary Club, Malvern Hub, Lincoln Community Care, Lincoln University Future Leaders along with many service providers, local organisations and also individuals within our region.

This past year we have really increased the number of volunteers actively involved in our events and have been delighted to bridge the generational gaps that can often occur; attracting a diverse range of volunteers where cross generational education and learning has been achieved as different generations share knowledge and experience. Ensuring an inclusive model of volunteering regardless of age, gender, education level etc. allows all our volunteers to feel welcome and supported.

We are delighted to encourage volunteers to get involved with our community initiatives and are also incredibly grateful to all those who have contributed to our past events and campaigns, including many of our own extended family members, partners, parents, children and friends, and past members of the Selwyn Parenting Network 'Family' of past committee members and staff.

Many of our young volunteers have gained great experience through volunteering at our flagship events, adding valuable work experience to include on their CV along with a reference to their contribution. We have been fortunate enough to attract both intermediate and high school students looking for work experience, along with future leaders and those studying higher education who have been looking to add voluntary community support to their credentials.

# 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.

**KARLA GUNBY**  
– SPN CO CHAIR



**CHRIS MARTIN**  
– SPN CO CHAIR



**DAWN POLLARD**  
– COMMITTEE MEMBER



**KATE WEBB** –  
COORDINATOR



## COMMITTEE & STAFF



**2019-2020**

**LEANNE GARDNER**  
– COMMITTEE MEMBER



**KERRY STOKES**  
– COMMITTEE MEMBER



**CARLA PLATO**  
– TREASURER



**DANI JOLLY** –  
SECRETARY



# FINANCIAL REPORT

“This is my second full year as the Treasurer of the Selwyn Parenting Network. The accounts on first glance reflect a large loss of \$21,000 but more reflect the funding timetable as our Rata Foundation grant came in soon after the financial year finished. We also received \$783 in this financial year from Selwyn District Council, in comparison to \$8,344 the previous year because of our events and budgets, and receiving funding donation from community Principal Sponsors Farringdon.

As a result of our fundraising efforts from our headlining Mike King Speaker Event in September 2019, we were able to provide \$3,000 worth of subsidies for young people to take part in the Talk Together programmes. This is a new collaboration and one which has decreased financial stress for families and has been shown to increase social participation by young people.

Because of our surplus the previous year, SPN increased the budget for both Family Fun Day and Children Day which were successful events that gathered the community together. We were also able to use more volunteers on the day to increase the impact and value for money.

SPN has been able to build a buffer of reserves coming into 2020/2021. Looking at the outputs in 2019 vs 2020 we have done a lot more during this year, despite the current challenges of 2020, and feel really proud of our performance. We will continue to keep on providing amazing workshops, events, connections and support to/with our partners, sponsors, funders, volunteers, committee and the Selwyn community.”

**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.