

CENTRAL AUCKLAND PARENTS CENTRE INC

ANNUAL REPORT

for the YEAR ENDING 31 MARCH 2011

It is with great pleasure that we present the Annual Report for Central Auckland Parents Centre covering the 12 months between April 2010 and March 2011.

Membership

Central Auckland Parents Centre had approximately 260 members at 31st March 2011. Membership continues to be relatively stable as the main avenue for new members is through our antenatal course enrolments, and these classes continue to be fully subscribed. We continue to have a low renewal rate after the first year of membership of only 10% excluding committee member renewals.

Our sincere thanks to Rachel MacBride-Stewart, our Membership Secretary, for maintaining the database, new members and membership renewals for the year.

Committee

As always, our Committee continues to farewell people throughout the year as circumstances change and they embrace different challenges. Equally other new faces join us, bringing fresh ideas and enthusiasm.

Patrice Jones and Diana Kane stood down as Co-Presidents in June 2010. Subsequently the position of President has remained vacant. We wish to acknowledge Patrice and Diana's exceptional contribution to Central Auckland Parents Centre during their time as Co-Presidents.

During the year we farewelled: Jeri Lomas, Hana Turner, Pip Kember, Sally Neary, Patrice Jones and Amanda Crawford-Smith We thank them all for the work they did with CAPC.

The committee at the end of March of 2011 consisted of: Diana Kane, Debbie Booth, Tina Jones, Stephanie Sidoruk, Catherine Watson, Rachel MacBride-Stewart, Cheryl Tinholt, Caroline Alsweiler, Tracey Turner, Andrea Cummerfield, Brenda Dargaville, Victoria Halford, Anna Joplin, Rebecca Melton, Katie Stenhouse and Miranda Young.

The Associate Committee consisted of Jane McEntee and Naomi Naera.

Committee meetings were held at our committee members' homes. Thank you to our Meeting Secretary Brenda Dargaville for diligently taking minutes and to those who hosted meetings and provided supper throughout the year.

The committee is an extraordinary group of women who are the life force behind CAPC. At various times during the year many have taken on additional committee roles and extra CAPC activities when others are unavailable or when we had vacant positions. We thank all our committee members wholeheartedly, but we wish to especially thank those who have taken on multiple roles to keep the Centre moving forward. Thank you for finding space in your incredibly busy lives to give to CAPC.

Course Reports

General

Courses in 2010/2011 were very well attended and we typically found it challenging to provide enough courses to meet demand.

It has been through the generous funding provided by the former Auckland Council towards Volunteer Recognition that we have been able to continue to run all of our parent education courses. Without volunteer hosts these courses cannot take place and we are grateful to be able to acknowledge the incidental cost of volunteering their time.

Child Birth Education (Antenatal and Practical Parenting)

Our antenatal courses continue to be our core business. Between April 2010 and March 2011, Central Auckland Parent Centre ran 15 courses, with a total of 172 couples attending (16 were held April 2009 - March 2010). We are very grateful to Diana Kane who was our acting Antenatal Course Co-ordinator until the June 2010 and Miranda Young who presently holds this position. We express our thanks to Stephanie Sidoruk, our Childbirth Educator Coordinator. Without these people our Childbirth Education courses could not have run as smoothly.

In acknowledgement of the increasing workload for our volunteer Bookings Officer roles, CAPC has amended this to become a paid position taking bookings for both childbirth education and our parent education classes. Many thanks go to Katie Stenhouse who has handled all our course bookings from April 2010.

Our Childbirth Education classes cannot run without the volunteer hosts. We are appreciative of the following people for generously hosting our antenatal courses and for setting up the coffee groups: Rachel MacBride-Stewart, Tracey Turner, Caroline Alsweiler, Stephanie Sidoruk, Meredith Jarrold, Manuja Samarasinham, Maria Gribble, Georgia Croad, Nicole Murphy, Irma Ravagli, Tina Jones, Elinor Mudu, Lizzie Brinsden, Miranda Young, Niki Davies, Cass Hogg and Ruth Tate.

Thank you to our Childbirth Educators - Nikki Power, Melanie Bengé and Cheryl Tinholt – and to our Men's session Facilitator – Nick Endeacott. As always, you have delivered for our members the highest quality childbirth education classes and we are grateful for your professionalism.

In 2010/11 we ran 15 Practical Parenting workshops for our childbirth education classes. Thank you again to Melanie Bengé, Nikki Power, Cheryl Tinholt, for presenting these sessions.

Our sincere thanks to Victoria Halford, our Practical Parenting Coordinator, for organising the people and resources necessary to run these sessions and for facilitating each workshop.

Baby and You

We ran 15 courses between April 2010 and March 2011 with 185 mothers/babies attending. This compared to twelve courses the previous year. Thank you to Katie Stenhouse and Caroline Alswailer for organising bookings, Patrice Jones for arranging the classes and speakers, Naomi Naera for hosting the majority of the classes and Debbie Booth for filling in when needed.

The success of these classes rests on the expertise of our speakers. Special thanks to our fantastic speakers: Sue Gray (Plunket Family Centre, Mt Eden), Jane Ruck (paediatrician), Christine Miller (physiotherapist), Wendy Perera (child development specialist), Chris Cleland (infant CPR educator), Susan Goldstiver (psychotherapist) and Alissa Tosswill (infant massage).

Moving and Munching

We ran seven courses between April 2010 and March 2011 with 104 mothers/babies attending. We ran six courses the previous year. Thank you to Patrice Jones for doing a fantastic job co-ordinating these courses during the year. Thanks also Alissa Tosswill for hosting these classes.

To the presenters Alissa Tosswill (Eat Play Grow) and Dianne McCallum (Mainly Toys), thank you for offering your time and energy to speak at this worthwhile course.

Tinies to Tots

We ran two Tinies to Tots courses in 2010 with 19 parents of children aged 9 – 18 month attending. Thank you to Patrice Jones for co-ordinating these courses during the year. Thanks also to Elinor Mudu and Tina Jones for hosting these courses.

To the speakers Dianne McCallum (Mainly Toys), Lynn Thompson and Kathryn Gubb (Future Feet), Wendy Perera (Teeny Tiny), the Auckland Regional Dental Therapists, Sue Gray (sleep routines for older babies) and Alissa Tosswill (Eat Play Grow), thank you for offering your time and energy to speak at this worthwhile course.

Due to continuing low attendance at Tinies to Tots courses, the three session format and course marketing material will be reviewed in the New Year.

Other courses

In August we ran our first Toilet Training session. This course was attended by 10 parents. We will be discussing as a committee whether we will run this course again in the New Year.

Our first Conscious Parenting courses were been run in 2010. Government funding was secured from Parents Centre New Zealand allowing us to run one Parenting with Purpose course in August with 8 enrolments and one Magic Moments course in February, with 17 enrolments. We will continue to monitor the enrolment numbers in 2011 and assess whether it is viable to continue to offer these courses as funding must be secured on an annual basis to meet the high cost of running these courses.

Venues

Once again, the former Auckland City and new Auckland Council has enabled us to use two great facilities for our courses: the Athol Syms Community Hall for antenatal, Baby & You, Moving & Munching and Tinies to Tots courses and the Onehunga Community Centre for the practical parenting sessions, additional Baby & You courses and Conscious Parenting courses. Their assistance with rental costs for our organisation is much appreciated.

Financial Notes

General

Our Treasurer, Debbie Booth, does an amazing job keeping our accounts up to date and our expenditure on track throughout the year. Thank you for all the hard work this entails.

Thank you to our Auditors – Ronald Yee and Jane Huang of Harts Chartered Accountants for reviewing our accounts.

Grants

Despite concerns with a forecast for a shrinking pool of funding sources and the impact this would have on our Centre's activities, we were able to successfully secure grants funding from a number of organisations. It is with deep thanks that we acknowledge the support of the following funders, without whom we could not provide our services:

A grant of \$3967.50 from C.O.G.S. for Course Bookings Fees: this is a fantastic help and a significant support of our ability to offer a range of quality childbirth education to the local community.

We are very grateful to Parents Centres New Zealand for applying for \$1406.00 on our behalf to the Community Response Fund. This funding went towards meeting the cost of running our first Conscious parenting courses in 2010. Also, for applying on our behalf for a grant of \$1216.00 from Lotteries Commission which has been used towards general administration costs.

Thank you to New Zealand Post for 300 Community Post envelopes, which have been used for course and membership correspondence.

Thank you to ASB Community Trust for their generous donation of \$3830 towards the cost of running Conscious Parenting courses in 2011.

We are grateful to the former Auckland City for funding from the Community Group Assistance Fund for their generous donation of \$6500 to towards Parent Education course speaker fees and Childbirth education course host volunteer recognition.

We are most grateful to the Pub Charity for \$3555.55 to cover the cost of supplying all antenatal class participants with the books Preparing for Birth – Mothers and Preparing for Birth – Fathers.

To Debbie Booth, thank you for all your hard work in co-ordinating and submitting all of the grants in 2010/11.

Donations Received

Thank you to Parents Centres New Zealand, national sponsors such as Kimberley Clark Huggies, Naturopharm, Ocean Spray, Womama and Hasbro for their generous donations of sample packs, brochures, display samples and toys, which are made available for course participants.

Donations Given

No donations given in 2010/11.

Services to Members

Coffee Groups

15 coffee groups were formed this year. Thanks to the volunteer hosts who established these groups and to Stephanie Sidoruk for co-ordinating new people who joined existing coffee groups. These groups provide great support for new parents and are one of the key attractions for people to choose to attend antenatal class with our organisation.

Newsletter and Printed Material

Six newsletters were published in 2010/11. Thank you to Catherine Watson for producing our bi-monthly newsletter 'Parent Talk'. A great deal of work goes into its creation and it is something our members really look forward to receiving. Since taking over the editorship, Catherine has made the newsletter look more inviting, and has included more articles of interest and some innovative ways to involve our members.

In acknowledgement of the workload for our Newsletter Editor and to maintain the quality of our publication, CAPC made the decision to contract the editing to Catherine's business Documents by Design from late 2010.

Thanks to Rachel MacBride-Stewart for her help in producing labels, to Andrea Cummerfield and Debbie Booth for delivering magazines/newsletters to the packers and to Spectrum Care Trust Board for processing and packaging the newsletters.

Our course and service brochures continue to be distributed to local Lead maternity Carers, GP's, obstetric specialists and other interest parties. Many practices are now placing repeat orders for additional supplies as they regularly provide our information to their clients.

Thank you to Andrea Cummerfield for maintaining our database of community contacts preparing the mail outs.

Online Communication

Our regular electronic newsletter ('E-news') has become an established method of communicating with current and past members. Our open rate remains around 40% which is pleasingly high for this type of media. Thank you to Pip Kember and Catherine Watson for producing E-news and maintaining the database of subscribers.

CAPC now has a Facebook page with a growing number of members where we keep people updated with future courses and events, and share day to day parenting gems Thank you to Miranda Young for setting up our account and encouraging coffee groups to join us.

Advertising and Discount Scheme

In addition to creating our Newsletter, Catherine has looked after and expanded the number of advertisers within the newsletter for the first part of the year.

Many thanks also go to Rebecca Melton who joined our team this year as the Marketing & Advertising Coordinator and has further expanded our advertisers and members discount scheme partners.

The increased Members Discount Scheme enables us to provide even more value to our CAPC members.

Thank you to those businesses who have come on board in 2010: Aglaze, All About Buggies, Adelina Photography, Back In Balance Chiropractic, Big Bed Bumper, Lasting Moments Baby Casting, Magic Beans Card, Mobile Beauty, Molly Moocow Moosic and Adventure Parties, and Natasya Tucker Photographer.

Thank you also to all the existing and long term business who continue to provide a discount to our members.

Products and Lending Services

We have expanded the range of high quality products for sale at a discounted rate to our members at our courses. Thank you to the makers of cot & bassinette blankets, merino wraps, dricots, feeding pillows, 1st aid kits, teething necklaces, books and birthing wraps. Tracey Turner has done a fantastic job managing the product sales. All funds raised through product sales contribute towards the cost of running of our Centre

We purchased 8 novelty cake tins in 2010, which are available for hire to our members and non members allowing them to make and design their own children's Birthday cakes

This year saw us make the decision to withdraw all library books from the lending service due to the age of the books and declining interest.

TENS machine hire for use in labour continues to be popular. Thank you to Jane McEntee our Lending Coordinator for looking after the hiring process.

Training

No Introduction to Parents Centre courses were run for committee members in 2010/11.

National Conference

National conference this year was held in the form of a Parenting Forum at Te Papa in Wellington. Thank you to Debbie Booth, Catherine Watson, Cheryl Tinholt and CBE Melanie Bengé for representing Central Auckland Parents Centre.

Publicity and Fundraising Events

Thanks to Cheryl Tinholt, we held a number of successful fundraising events throughout the year. Our annual fundraising family photo shoot proved as popular as ever and was held in August with Fotoman raising \$204.00. A huge thanks to Cheryl for not only organising this event but also being the pickup and drop off point for the prints and photographs. Thanks also to the volunteers who helped out on the day.

This year we sold Entertainment Books for the first time. Thanks to Debbie Booth and CAPC member Melissa Carter for organising the sales which raised an additional \$384.01 for the Centre.

We repeated the success of last year's evening with the Christmas Heirloom Company with another evening in November. This event raised \$243.00 and was a magical evening. Thanks to Pak N Save Royal Oak for their generous contribution to refreshments.

Tickets sales for the Jaffa Race 2010 raised \$133.00 and a book fundraiser with Hyndman Publishing raised \$38.00.

50th Birthday

Central Auckland Parents Centre has been working in our local community for 50 years to deliver quality antenatal and postnatal support to parents. On May 16th 2010, Central Auckland Parents Centre celebrated with a family-friendly party at Alberton House. Many past and present Central Auckland members and their families joined in the fun with a bouncy castle, face painting, balloon creations, 50th Birthday cake and fabulous spot prizes.

Thank you to Hasbro for their generous donation toys for the spot prizes.

Thank you to the staff at Alberton House for the use of their fabulous venue that perfectly complimented our celebrations.

Our sincere thanks to Cheryl Tinholt, whose event management skills and calm organisation approach made the day a huge success. Thank you to all committee members who assisted with preparations and helped out on the day.

Conclusion

Central Auckland Parents Centre has had another very successful year. We are fortunate to have an enthusiastic and loyal committee who give so much time and energy to ensuring that the Centre flourishes.

We acknowledge that our committee member's lead very busy lives and that they (and their families) give generously of their personal time. Without their assistance we could not provide the quality services which we do.

To those whom we have failed to mention, please forgive the oversight and thank you for your support in 2010.

Finally, thank you to our members who support Central Auckland Parents Centre and without whom we would not exist.

Debbie Booth

On behalf of the vacant Presidents position

13/6/2011