



La Leche  
League NZ

*Supporting your breastfeeding journey*  
*E tautoko ana i tō ara whāngote*

# ANNUAL REPORT 2022



*Photographer credit Josh Willink*

## Mission

To help mothers to breastfeed through mother-to-mother support, encouragement, information and education and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

## Values

**Respect / Manaakitanga:** Respect and understanding of a new parent's experiences and cultural context, their children and whanau/family needs

**Acceptance / Tautoko:** We provide support without judgment as the foundational key to growth and each person to make the decisions that are right for them and their whanau.

**Commitment / Manawanui:** We are a committed voluntary community support offering and peer to peer encouragement of connection through breastfeeding.

## STRATEGIC PLAN FOR SUSTAINABILITY AND RESILIENCE

### Goals & Objectives

In order to fulfill our mission and deliver on our commitments to mothers, whanau and babies - we have 3 key strategic goals to build resilience in our service:

1. Strengthen volunteer base; Leaders are supported, appreciated & inspired
2. Develop a framework for financial resilience; analysing gaps, opportunities and operational delivery
3. Organisational structure development; Teams and project focus for all mahi, purpose build our operations

### La Leche League New Zealand Inc.

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[LLLNZshop.org.nz](http://LLLNZshop.org.nz)

## CURRENT BOARD MEMBERS



Janet McClean  
**Board Chair**



Isa Pike  
**Board Member**



Lorraine Taylor  
**Board Member**



Linda Dockrill  
**Board Member**



Whitney Davis  
**Board Member**

## MANAGEMENT TEAM (DURING THE TERM)



Janine Pinkham  
**National Coordinator**



Donna Booth  
**Administrator of Leaders**



Alison Stanton  
**Administrator of Leader Accreditation**



Robin Jones  
**Administrator of Publications**



Eleanor Becker  
**Financial Coord.**



Sarah Parkman  
**Office Administrator**



Barbara Kerr  
**Funding Coordinator**

## PROFESSIONAL ADVISORY GROUP (PAG)

Carol Bartle RN, RM, PGDipChild Advocacy, MHealSc, IBCLC

Alison Barrett BSc, MD, FRCS, RANZCOG, IBCLC

Dr. Yvonne LeFort BSc, MD, FRNZCGP, FCFP (Canada), FABM, IBCLC

Dr Leila Masson MD, MPH, FRACP, DTMH, IBCLC

Kath Ryan BPharm, PhD, MPS

Selene Mize BSc, JD

Janet Weber BS, MS, PhD

Judith Galtry DipWomensStud, BA, PhD

## Annual Report 2022

### La Leche League New Zealand Board

The care and protection of breastfeeding for every family is a fundamental primary health concern and La Leche League Leaders are dedicated volunteers striving to serve within this kaupapa. As an organisation we realise that misinformation and social pressure may cause difficulties that require breastfeeding parents to seek outside assistance. Our mission is to be there with mother-to-mother support around Aotearoa.

### Another Covid Year

Again we present an annual report (2021-22 ) that has to be read within the context of the global pandemic. Covid 19 has continued to impact us both in capacity and morale, limiting our community gatherings, depleting our resources and reducing our volunteer availability.

As a health-related organisation LLLNZ came under the Ministry of Health's Covid-19 mandates:

“MoH Mandatory vaccinations for certain workforces in the health and disability sector are in place for those who work with the most vulnerable, are at a higher risk for contracting COVID-19 or being exposed to any new variants.”

Our Leaders needed to be vaccinated for in-person meetings under this mandate. Further restrictions meant that we would require vaccine passes for attendance at in person information meetings.

### Continued Commitment to Families

These measures, unprecedented and uncomfortable as they were, seemed the only way to continue at least some in person breastfeeding support within the government restrictions. We encouraged Leaders and Groups to continue to provide support to breastfeeding parents in a pandemic environment, using creative non-contact ways to reach out to vulnerable parents. This approach was also taken to protect the individual decisions of our volunteers around vaccination.

The impact on our mahi aroha was great particularly from December through to March in this reporting year. Four months of these restrictions along with the August 21 (and onwards for many) lockdown and the effects of the virus in the community has come through in our activity data figures (Leader Activity Report April 2021-March 2022, information later in this report) showing a significant drop in contacts.

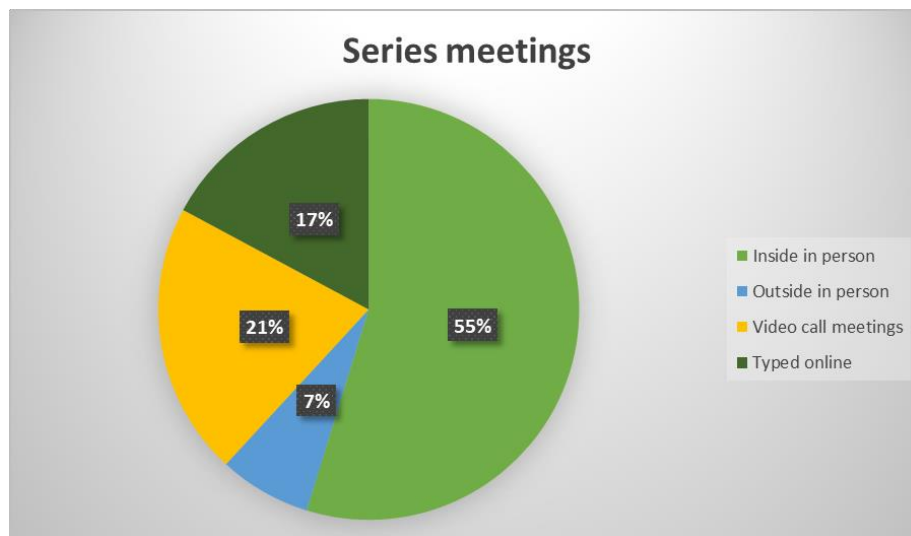
La Leche League Leaders and Groups continued to serve their communities as best they could and in a





variety of settings provided information, support and encouragement. More meetings were offered and facilitated by Leaders this year - a total of 367 (2020-21=346). The number includes inside and outside information meetings (series meetings) for Mums as well as zoom and Facebook meetings.

Traditionally we hold meetings in homes or community spaces where we can share kai, friendship and breastfeeding support. This social connection over the last few years, throughout various lockdowns, has been sorely missed throughout our organisation's activities.



Some comments from Leaders throughout this year tell this story. We are grateful for the way Leaders have responded with generosity and compassion :-

*'Just feeling a little lost looking forward, feeling desperate for face to face (meetings) but hate thought of asking for vaccine passports but are these going to be the new normal'*

*'I was frustrated we couldn't meet face to face in level 3. I also struggled a bit not being able to serve food in level 2, as that seems to be a huge part of the culture of our meetings. We were providing muesli bars that were wrapped individually, that was one way perhaps to still provide food.'*

*'I am concerned that being only able to offer online meetings creates a barrier, potentially stopping some from accessing the support and help offered by an in-person meeting'*

*'The home visits, even with all the precautions, were the most enjoyable. Women so needed the personal contact at a time of isolation'*

*'Meeting outside during level 2 restrictions enabled us to meet without mask wearing which worked well for this time. But [it] was weather dependent!'*

*'I do miss the contact with other LLL 'people' especially at conferences & suchlike. Hopefully we will manage an 'in person' meeting in the not too distant future'*





Congratulations to Sue Sutton, Auckland,

50 Years a La leche League Leader



Talking about continued commitment to families -we want to acknowledge and celebrate Sue's 50 years service as a La leche League Leader. Sue was accredited on the 31st August 1971 and has been an active Leader ever since. Currently, as a member of our Leader Accreditation Department, she continues to inspire new Leaders in our organisation. Thank you Sue!

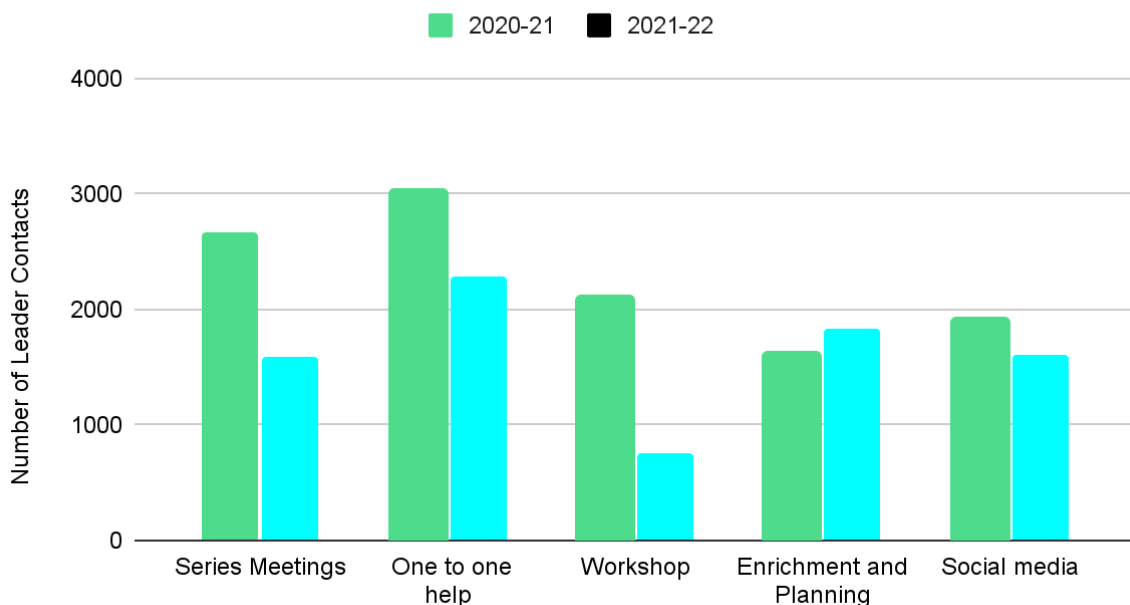
## Leader Activity Report April 2021-March 2022

Leaders are asked to report each year on their community breastfeeding mahi. Activity statistics provide a picture of the mission reach we have, and we thank Leaders for the time and care taken in recording these.

As mentioned, this has been our most disrupted year yet due to Covid it is again not surprising that attendance numbers and other activity has dropped.

Total contacts were 9,288 (2020-21=11,345) although average contacts per Leader are almost the same as last year 108 (109) showing a strong consistency of commitment from our volunteer base. This overflows into number of hours gifted = 7909 and the number kilometres leaders have driven in their work = 8051.

### Leader Contacts



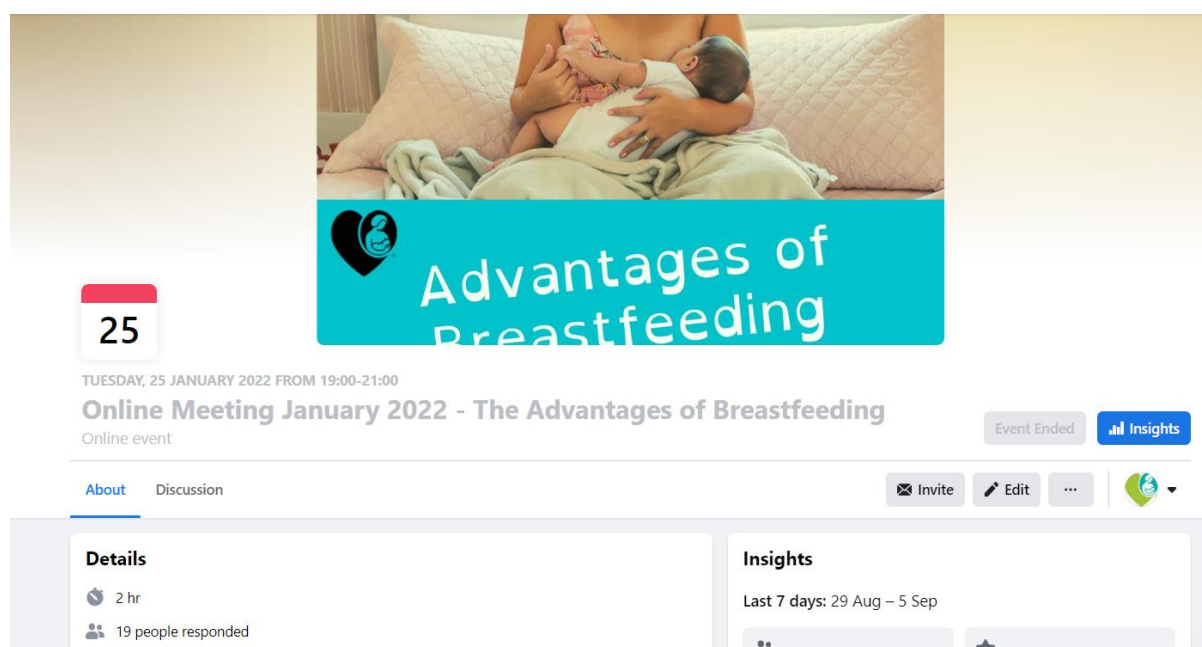
We understand that the story behind the figures varied throughout Aotearoa depending on regional lockdowns as well as volunteer availability. Leaders were invited to comment throughout the report and a common reflection was that activities were limited or not possible due to continued covid

restrictions and protections. Enrichment and planning were obviously essential and this included Awahi support team meetings (leader support), Group planning meetings and also Board and Management meetings facilitated by our volunteers.

## Breastfeeding Groups - Sites & Online

There were **27** (25) sites from Kerikeri in the north to Invercargill in the south where La Leche League breastfeeding groups met. We now have reactivated Groups in Nelson and the Wairarapa -welcome back! As mentioned above Leaders have been innovative in offering information and support when and how they could provide important connection opportunities where breastfeeding can be discussed, and confidence of mums boosted through shared experiences and encouragement.

Average attendance at meetings has been highest for typed Facebook meetings with around 8 attending and lowest for video meetings at around 3. Both National and Local online meetings are facilitated. Resources for these are able to be shared through the work of our Social Media Team.



*Online meetings are organised and hosted by Leaders on the Facebook page **Breastfeeding Support - La Leche League New Zealand***

## Social Media Team

This team of Leaders extend their volunteering to the online world on behalf of LLLNZ. With parents often, if not always, looking to the internet for solutions, we know that this service is essential. Thoughtful care and facilitation of our pages, combined with ensuring information is accurate and encouraging, requires skilful monitoring and we are thankful for the skills of this Team.







**Staffing Capacity** - is crucially important in supporting our Leaders. We are delighted that while we have had changes in staff these have gone smoothly. Kelly, our Office Administrator, moved on during the year, but also helped recruit her own replacement. We are grateful for the efficiency, energy and enthusiasm of Sarah Parkman who literally picked up a complex role in a short space of time, and continually strives to improve the workspace and to support a diverse and geographically spaced volunteer crew with friendliness and efficiency. We continue to pursue funding for a much-needed National Coordinator position.

**Financial** - from July 2021, we were unable to keep the Ministry of Health (MoH) contract, and this resulted in a substantial loss of expected funding of over \$18,000 per year. This is important funding, and its loss has halted our improvement on cutting the deficit. The Board is taking what steps it can to build a new contact with the MoH. It is a time of considerable change in the sector with the establishment of new government entities in Te Whatu Ora / Health New Zealand and Te Aka Whai Ora / Maori Health Authority. We need to renegotiate a contract in this new space, and find, and hold, our place in the Maternal Health Strategy.

Meanwhile this reporting year we did secure Lotteries Community funding again of \$30,000 and from the Lion Foundation we were granted \$15,000 for operational costs thanks to the work of our then funding coordinator Sarah Rodgers.

The Board takes its fiduciary role in monitoring the finances of LLLNZ seriously and are ably helped by Eleanor our Finance Coordinator who continues to encourage our whole organisation in its financial awareness and accountability. We have made cutbacks where possible and more may become inevitable, however, we have also invested in measures that we hope will make a difference such as appointing our new Funding Coordinator Barbara Kerr and exploring other revenue streams.



Te Awamutu Leaders - Debra Graham, Joanne Simpson, Karen Wilson - from Te Awamutu News during World Breastfeeding Week

## Inclusivity and Diversity Aspirations

### 1. To become a better Treaty partner:-

*'LLNZ recognises Te Tiriti ō Waitangi as a founding document of Aotearoa New Zealand and acknowledges Māori as Tangata Whenua. LLLNZ also recognises that it has many obligations and opportunities to implement Te Tiriti actively and honourably through its role and function as a breastfeeding information and support organisation.'*

This is the introductory paragraph of our Te Tiriti ō Waitangi Relationship policy which was adopted by the LLLNZ Board in November 2021. This policy replaces, after review, our former bicultural policy. The full policy is available on request from the LLLNZ office [admin@lalecheleague.org.nz](mailto:admin@lalecheleague.org.nz).

### 2. To be more inclusive by using a 'variety of terms' for gender identity:-

In May 2021 the LLLNZ Board began consultation for the introduction of a new policy for inclusive language in publications. This is an issue much debated throughout La Leche League International. The LLLNZ Board issued the following position statements in December 2021.

*Mothers, women, wahine, whaia, and mother to mother support will always be central to the history and purpose of LLLNZ. We do however, support broadening our language to honour and welcome those who do not use or identify with these terms. We fully support all individuals in our organisation in any way they choose to identify or express themselves; mother, father, parent, whānau, supporter, as female, male, non-binary, gender diverse - we support you and will do our best to ensure LLLNZ continues to be a safe haven for all.*

Consultation continued over summer 21/22. After deliberation and considering all feedback on a new policy, our *Inclusive Language in Publications Policy* was adopted in August 2022 and is also available on request from our office.

## Elections

In September 2021 Whitney Davis was elected by members to the LLLNZ board for a 3 year term. Whitney 'replaced' Dr Alison Barrett who served from September 2019 - April 2021.

In November 2021 Debra Graham was elected (nominated by LLLNZ) as a consumer rep to the New Zealand Breastfeeding Alliance (NZBA) Board.

In February 2021 Carolyn Driver Burgess was re-elected for a second three-year term as LLLNZ's representative on the La Leche league International Board of Directors.

Congratulations to these Leaders and thank you for being willing nominees for governance service.

## The Way Forward - A New Structure for LLLNZ

LLLNZ Board, staff and administrators came together in May 2022. Megan Thorn, Executive Director of Exult facilitated and we were joined by invited leaders via Zoom. The workshop kaupapa was 'Exploring the Future'.

Financial  
Survival

Supporting  
Leaders

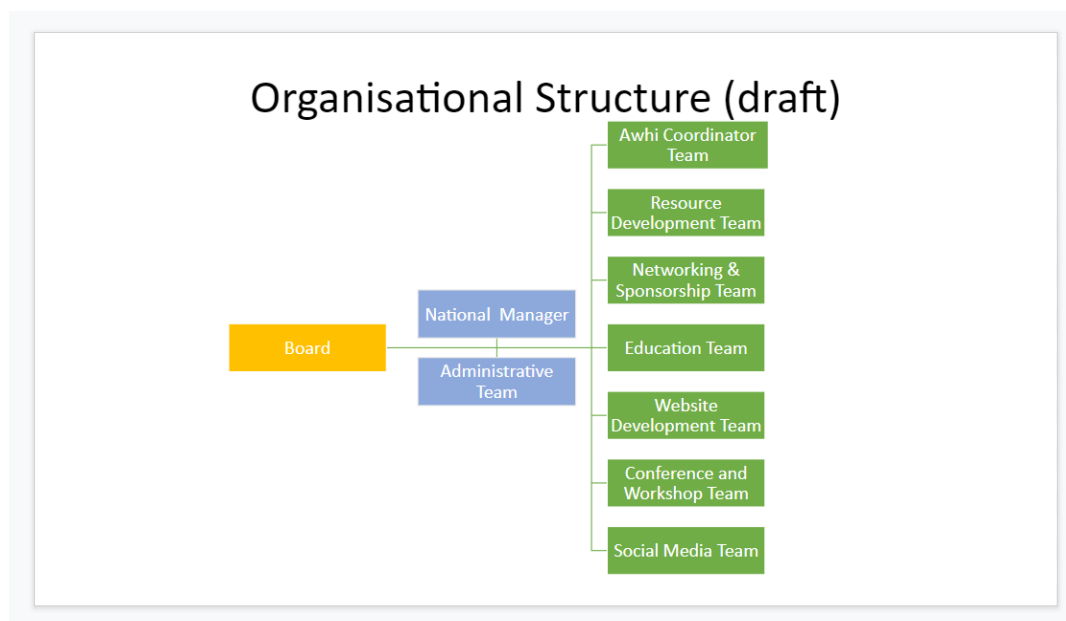
Organisational  
Structure

From our in depth discussions we agreed on three areas that needed immediate focus:

a) ensure financial resilience and survival, b) investment and support of our volunteer community and c) ensure our organisational restructure is more agile and simplified Teams approach for our organisation.

The Board sees our three focus areas as being interlinked.

**Teams Structure:** This will build on what has been taking place over recent years (Awhi team, Social Media team, Conference Team). By setting up Teams we enable our people to be outcome-focused, create roles to meet our needs and to be creative in how we approach challenges through using people's talents and expertise.



This represents a new way of working to support Leaders and Groups in the community as well as the potential for seizing more opportunities to fulfil LLLNZ's mission.

There is potential to work together more often and to build capacity. There is much that we can build on going into the future with shared values and vision.

E raka te mauī, e raka te katau  
*The right hand is adept, the left hand is skilful*  
A community can use all the skills of its people.

## Departments

With this new approach we farewell our traditional LLLNZ departmental structure which have been our support framework for many years incorporating much of the work into the new Teams.

All of our outgoing department administrators were members of the Board prior to separation of Board and Management and so have served in both governance and management to enhance our organisation.

Thank you:-

- to Donna Booth, Administrator of Leaders who resigned in September 2021 . Donna received an Award of Merit at the September 2021 AGM for her excellent Leader Communications on Covid restrictions
- to Alison Stanton who completed her term as Administrator of Leader Accreditation in July 2022. Alison will present new Leaders at our AGM. Alison regularly attended LAD Council zoom meetings and LAD Council meetings with the LLLI Board. The Leader Accreditation Department will become an integral part of the Education team and with Alison's term ending we are still seeking a new Administrator of Leader Accreditation
- to Janine Pinkham who remained as our volunteer National Coordinator until September 2021. She also supported Awhi Leaders after this time in the absence of an Administrator of Leaders
- to Robin Jones, our Administrator of Publications. Robin has overseen many changes to our publications with her careful eye on detail and professional content. The latest has been a change to the Aroha Blog
- The Communications Skills Department has been without an Administrator for some time and thanks goes to Lorraine Taylor and Aisling Osbourne who have continued to offer much valued communications skills training

## La Leche League International (LLLI)

During this reporting period, work continued on a new agreement affiliating LLLNZ and LLLI. This new Direct Connect Entity agreement was signed in June 2022

We are very grateful to our LLLI Boardmember (and co-Chairperson) Carolyn Driver Burgess, for her commitment to the international organisation.



## Thank you to our financial supporters

We are reliant on generous contributions in order to keep our free breastfeeding service going.

Community Organisation Grants Scheme (COGS) is a key funder for La Leche League groups operational expenses and Leader ongoing education. Thank you COGS. Thanks too to all the other funders of LLL groups that allow groups to keep going and that support Leader development.



Lottery Community of \$30,000 during this financial year. This fund is crucial to our future and greatly appreciated.



The Ministry of Health supported LLLNZ with a contract for \$18,306 annually to provide breastfeeding information to families. This continued up until July 2021 and thankfully has been reestablished from July 2022, with a 3% increase.

The Lion Foundation provided us with \$15,000 towards operational expenses this year which was very important.



On International Women's Day 2022 (March 8) we received a generous donation of \$1,000 from Alison Stanton in memory of her mother Norma Craig. Thank you Alison!

We are appreciative of all individual donations totalling over \$3,000.

## Your Support Makes a Difference

La Leche League New Zealand provides one to one, and educational support to thousands of mothers and parents each year, but we can not do it without the support both financial and social support of the wider community.

[llnzshop.org.nz/make-a-donation](https://llnzshop.org.nz/make-a-donation)



## Finance Report Information



La Leche League New Zealand Inc qualifies as a Tier 3 organisation with the Performance Report being prepared under the standard PBE SFA-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-for-Profit).

La Leche League New Zealand has the national component of its Performance Report audited with the exception of the entity information and the Statement of Service Activity.

The full Performance Report (unaudited) is provided as a separate document in conjunction with this narrative report. Both documents comprise the annual report.



***Our Leaders are voluntary community workers who provide quality information and peer to peer support to other mothers, parents, whanau, health professionals - both online and offline - often juggling their own babies and families, working in paid work, and other community commitments. They are committed to keeping the breastfeeding wisdom available to new mothers and parents.***

***Pictured LLLNZ Leader (and Dr) in Hamilton Katie Fourie***

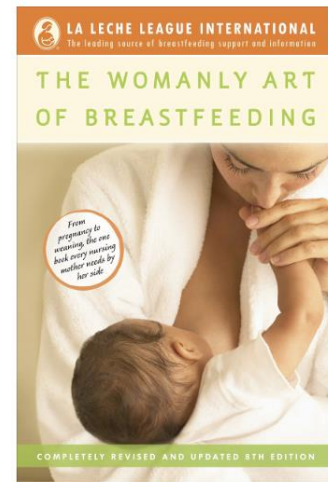
# The Womanly Art of Breastfeeding 8th Ed

The one book every parent needs for breastfeeding and early days with their baby



“Breastfeeding is a connection as well as a food source, a baby’s first human relationship, designed to gentle him into the world with far more than just immune factors and good nutrition.”

— La Leche League International, *The Womanly Art of Breastfeeding*



FOR OUR RANGE OF BREASTFEEDING RESOURCES, MEMBERSHIP & DONATION OPPORTUNITIES (AND MORE) PLEASE VISIT

[LLLNZShop.co.nz](https://www.LLLNZShop.co.nz)

## Need help?

There are many ways to connect with La Leche League New Zealand

To find your nearest group or to phone a Leader directly, visit [lalecheleague.org.nz/get-help](https://lalecheleague.org.nz/get-help)



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## Membership of LLLNZ

*Your membership supports La Leche League Leaders, who are available to answer questions and provide practical tips and emotional support for breastfeeding mothers. As well as this, a portion of memberships supports the national organisation of La Leche League New Zealand*

**JOIN TODAY** [LLLNZshop.org.nz/membership](https://www.LLLNZshop.org.nz/membership)