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Fax: (03) 474 8582

Email: performance\_reporting@moh.govt.nz

## PERFORMANCE MONITORING RETURN

### Home Birth Aotearoa Trust

**Provider Number:** 651241  
**Agreement Number:** 353296 / 02 National Home Birth Services  
**Agreement Term:** 01 July 2019 to 30 June 2020  
**Agreement Manager:** Neonila Panko  
**Agreement Deputy Manager:**  
**Agreement Funder:** Ministry of Health

Reporting Period		
Start Date	End Date	Due Date
<b>01 July 2019</b>	<b>30 June 2020</b>	<b>20 July 2020</b>

Please ensure you complete and forward this Performance Monitoring Return by 20 January 2019. This completed Performance Monitoring Return should be forwarded to:

Performance Reporting  
Sector Services  
Ministry of Health  
Private Bag 1942  
DUNEDIN 9054

**I, the duly authorised person, confirm that the information provided in this report is accurate:**

Print Name: Alesha Hobbs

Signature  
Position: Administration

Date: 07/07/20

Please assist Sector Services in maintaining accurate records:

Please print clearly the name of the person within your organisation to whom Performance Monitoring-related correspondence should be addressed for this agreement:

First Name: Alesha

Family Name: Hobbs

Email address: admin@homebirth.org.nz

For Sector Services use only

Date Received	Date Processed
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## Instructions

If you would prefer to send and receive these templates electronically via email, please forward your email address to [performance\\_reporting@moh.govt.nz](mailto:performance_reporting@moh.govt.nz) and we will email these templates to you (please include your agreement number in the email).

Under the terms of this agreement you are required to provide information on all of the reporting requirements. Please note that your Agreement Manager will be advised if these requirements are not met, and payments may be withheld.

### Front Page

The reporting period of each template and the date for return is specified on the front page of the template.

### Additional Information Section

This section is to advise us of any issues you have, other information you would like us to know or any queries you may have. We will respond to these issues directly or pass them on to your Agreement Manager for resolution. You may also use this section to explain aspects of the reported data, if you believe further clarification is necessary.

### Reporting for each service within the agreement

You should enter your information into the 'Actual Data' column. If the number you are reporting is '0' this should be entered in the relevant field. Please provide an explanation in the Additional Information section for any requested data you are unable to supply as we routinely follow up missing information.

### Narrative Reports

If you are required to submit a narrative report and you are unsure what to write, please refer to the Service Specification section of your agreement. Under the heading Reporting Requirements you will find instructions about the information you should include in your narrative report. If you need further assistance, please contact your Agreement Manager.

### Sending your Performance Monitoring Return to Sector Services

You can return your templates by mail, email or fax to the addresses below. Please note that we only require one copy of your Performance Monitoring Return (for example, if you are sending your return by email or fax, then you do not need to mail a hard copy as well).

Mail:	Performance Reporting Ministry of Health Private Bag 1942 DUNEDIN 9054
Email:	<a href="mailto:performance_reporting@moh.govt.nz">performance_reporting@moh.govt.nz</a>
Fax:	(03) 474 8582

## ADDITIONAL INFORMATION

Please use this page for any issues you would like to discuss.

It is noted that our annual grant has remained at the same rate \$33,081.32 for 13 years, failing to consider annual inflation trends. We ask that the Ministry of Health take into account the projected annual inflation rates projected by Treasury (~1-2% p/a) in our next funding round.

## Important

If you are required to supply reporting which is not in the form of numerical data, such as a narrative (written) report, strategic plan, financial report or data spreadsheet, please enter 'Yes' or 'Y' in the 'Actual Data' column and attach your report to this template. For further information on narrative reports, please refer to the instructions on page 2 of this template.

## Reporting for each service within the contract

<b>1. Liason &amp; Consumer Services</b>				
<b>Purchase Unit: W08001 Special Maternity Project</b>				
<b>Purchase Unit Measure: Project</b>				
<b>Facility:</b>				
<b>Reporting Unit</b>	<b>Start Date</b>	<b>End Date</b>	<b>ID</b>	<b>Actual Data</b>
Six monthly reporting as specified in service specification	01 July 2019	30 June 2020	333341	Yes
Staffing and budget report	01 July 2019	30 June 2020	311128	Yes

# Home Birth Aotearoa Trust

## Report to the Ministry of Health

**1 July 2019 – 30 June 2020**

*We are pleased to take this opportunity to reflect on the objectives of our contract and to ensure we are meeting the needs of local Home Birth Associations and home birth women and whanau throughout New Zealand, as well as other service users including LMCs, maternity service providers and government agencies.*

**Under our current contract (1st July 2019- 30th June 2020) the service objectives are to:**

1. Provide a national focus for women and families and whanau in providing information and raising awareness of home birth options; and
2. Provide representation at national forums affecting pregnant and childbearing women to supply up to date information on the home birth option and home birth Lead Maternity Carers(LMCs); and
3. Maintain a database, to be accessible from the website, of Home Birth Associations and groups and Home Birth LMCs, including Maori and Pacific home birth networks and LMCs; and
4. Be an accessible contact point and information source for District Health Boards, Ministry of Health and other government agencies; and
5. Provide support to Home Birth Associations and groups, particularly newly forming groups, by providing up to date and relevant home birth information.

**The service components are to:**

1. Maintain a database of Home Birth Associations and Home Birth LMCs, including Maori and Pacific home birth networks and LMCs
2. Consider the information on the database in the context of ongoing discussions about the definition of a home birth midwife and the availability of other information on midwife availability; and
3. Support Home Birth Associations and home birth support groups and provide opportunities for them to actively contribute to the national network and
4. Facilitate communication between regional Home Birth Associations; and
5. Establish a contact point and forum for a national voice on home birth issues on behalf of Home Birth Associations and groups and individuals, families and whanau; and
6. Update and maintain the Homebirth Aotearoa website to ensure the site is current and user friendly and provides access to home birth information and LMC information for individuals, families and whanau, agency and government stakeholders; and supports the Regional Associations, and
7. Develop quantitative measures of service performance.

### **Reporting requirements**

Your reports will include progress against performance measures, budget performance, your overall assessment of services delivered, any problems or complaints, any emergent issues and any recommendations for improvements.

### **Staffing and annual budget**

You will report actual staffing levels and actual expenditure.

## **Highlights of the past 12 months**

### **July 2019**

- The HBAT contract with MoH concluded and required renewal.
- 3rd - A meeting was held via zoom to discuss the trustee applicant's suitability. Nominations for trusteeship closed on the 30th of June. HBAT campaigned successfully and had the largest group of trustee applicants since the trusts inception. The focus for this trustee election round was to build diversity within our trustee group and keep the trust sustainable and robust. We now have a highly skilled group of trustees including midwives, midwifery students, consumers and Maori representation.
- 24/25th - Trustee Dr Eva Neely attended NZCOM meeting in Auckland.
- Trustee Dr Eva Neely attended a meeting with the Midwifery Council to talk about the new programme at Victoria University from a Home Birth and consumer perspective.
- 31st - Zoom Trustee Monthly Meeting

### **August 2019**

- Communication with TV 3 The Project for a story regarding a study released in August of this year which states that for well women, home birth is just as safe as hospital birth. Trustee Dr Eva Neely spoke with Production Manager, Sophie Bretherton-Jones as the story was being put together. The story featured Olivia Marshall from the Canterbury Home Birth Association, a Canterbury midwife, Violet Clapham, as well as Carla Sargent from the Waikato Home Birth Association who is well known for her work in the field of birth trauma through her business, Voice For Parents.  
<https://www.facebook.com/TheProjectNZ/videos/2401304553449954/UzpfSTk5NDIzNTU0MDU4NzI2OToyNTk4MTUzMzkwMTk1NDY4/>

<https://www.scimex.org/newsfeed/home-births-safe-for-low-risk-pregnancies>

- 28th - Zoom Trustee Monthly Meeting

## September

- Promotion of the 2019 HBAT Conference and Hui underway.
- Follow up from trustee elections. Arranged to meet and ratify applicants at the 2019 Conference and Hui.
- 14th - Undertook a social media campaign to promote and highlight the importance of cultural care. This was aligned with Te wiki o te reo Maori and included content about practicing Maori midwives in Aotearoa reaching 14 thousand people.
- 16th - Trustee Dr Alison Barret resigned.
- 25th - Zoom Trustee Monthly Meeting
- 25th - Trustee Tammi Heap indicated her potential resignation, due to other commitments.

## October

- 23rd - Zoom Trustee Monthly Meeting
- Trustee Dr Eva Neely attended as HBAT consumer representative for MoH consumer engagement on Maternity Action Plan.
- Negotiations to renew the contract with the MOH were underway and an Underspend Proposal was being drafted.
- 24th - 31st - Home Birth Awareness Week, online campaign. This year the trust decided to focus on a series of “Myth Busters”, using home birth images with text linking to studies and articles to disprove frequent misconceptions about home birth. The campaign reached 65 thousand people and got 8981 engagements. There was rich engagement and feedback from our online community, with many regions sharing the posts to their own pages, which furthered the messaging. One particular “myth buster” regarding the microbiome of the home versus the hospital reached over 78 thousand people.  
<https://www.facebook.com/homebirthaotearoa/photos/a.490371931017723/2438218482899715/?type=3&theater>

## November

- 2nd & 3rd - Annual Hui and Bi-annual Conference Hosted by Home Birth Canterbury. "There is no place like home". Approximately 60 people attended the conference and 31 the hui.

Speakers included: Kelly Kara on water birth, Violet Clapham on home birth, Kimberli Schuitman on period poverty in Aotearoa, Sheena Ross on birth activism, Dr Lorna Davies on mindfulness and birth, Carla Sargent on birth trauma, Erica Viedma on movement in birth, Kelly Dorgan on tikanga and Anton Matthews facilitated a Cultural Competency workshop.

Empowering home birth stories were shared by Amy Scott and Matt Wild and Kristin White of Mama Rise.

Trustee applicants were invited to attend the event as well as joining a meeting with the current trustees to discuss the role and get to know one another.

Trust Home Birth Tauranga expressed interest in hosting the 2020 hui, with 3 members from the region joining the trust board. The Waikato Home Birth Association have expressed interest in hosting the 2021 Conference and Hui with strong momentum in their region.
- 3rd - AGM was held during the hui and seat holders were announced.

Remaining - Dr Eva Neely (Chair, Wellington Home Birth Association), Karen Walker, midwife. Kirsty Wilkinson (Canterbury Home Birth Association) will move into an apprentice position for 2020 as she completes her final year of Midwifery studies.

To be welcomed as trustees - Dr Sarah Lockwood (Treasurer, Trust Home Birth Tauranga). Sophia Paskel, birth doula (Trust Home Birth Tauranga) , Ali Woodhouse, midwifery student (Canterbury Home Birth Association), Larissa McCarthy, consumer and birth trauma coach (Taupo Home Birth) and Vivienne Oliver, midwife (Wellington Home Birth Association).

Andrina Martin-Bulfin, consumer, has been welcomed as an apprentice on the basis of establishing a connection with her regional group and working towards trusteeship for the 2020 AGM at national hui.

Contract administrator, Alesha Hobbs (Secretary, Birth Wisdom - Empowered and Home Birth in Golden Bay).
- In light of a strong new trust board arising, trustees Tammi Heap and Sharon Knightbridge confirmed their resignation. Tammi had been a trustee for 5 years and Sharon for 9. Both have expressed their availability as Kaumatua to HBAT moving forward.
- 11th - A grant was confirmed for Bobbie-Jane Cooke of the Waikato Home Birth Association. Bobbie spoke on behalf of WHBA at a plunket Whirihia Hui with over 180 consumers, plunket staff and Te Ao News team attending. She needed brochures printed and giveaway prizes for the table she was running. HBA were

also able to express courier some of our print resources, book marks, stickers etc to her before the event. Bobbie was inspired to be speaking to a crowd made up of mostly Māori and pasific whānau and hoped it would increase the amount of Māori women and whānau who know about home birth and also encourage them to attend WHBA events and become advocates of home birth in NZ.

- Quote is sought for the website upgrade proposal.
- 25th - Zoom Trustee Monthly Meeting to finalise new trustees.
- Grant to Birth Wisdom - Empowered and Home Birth in Golden Bay, for the printing of flyers to advertise their group amongst health care practitioners and parents rooms.

## **December**

- Charities return filed.
- In the lead up to our holiday season we ran a 12 days of gratitude campaign to engage with consumers and capture their insights into the value of home birth. This included posts in Te reo and a celebration of midwifery. The reach was 14k.
- Welcome packs sent to new trustees.

## **February**

- 19th - Zoom Trustee Monthly Meeting. Welcome to 2020 and new trustees.
- Facebook campaign to support and highlight the signing and sharing of Alison Eddy's (NZCOM) petition.  
[https://www.parliament.nz/en/pb/petitions/document/PET\\_93301/petition-of-alison-eddy-for-new-zealand-college-of-midwives?fbclid=IwAR1DhJy0YrkABloKkN7xELHAOJRlxzPGY-QeRUkUiiYdJwbUE07RZPoseml](https://www.parliament.nz/en/pb/petitions/document/PET_93301/petition-of-alison-eddy-for-new-zealand-college-of-midwives?fbclid=IwAR1DhJy0YrkABloKkN7xELHAOJRlxzPGY-QeRUkUiiYdJwbUE07RZPoseml)
- The trust agreed to pursue an overall update and tidy to the website at an estimate of \$2800. This is the foundation of any further web development. As the contract with the MoH had still not yet been renewed it was decided to hold off on the larger website upgrade that had been budgeted for within the Underspend Proposal.

## **March**

- In March 2020 trustee Dr Eva Neely was interviewed by RNZ regarding how COVID-19 is making more women consider home birth as a place of birth. She

talked about common misconceptions of home birth, and why women might be turning towards home birth during these times.

[https://www.rnz.co.nz/news/national/412635/pregnancy-in-covid-19-lockdown-options-creating-anxiety-for-some-women?fbclid=IwAR08iw01oZtAoxZdKKa3OwaE3NB993eFi0yL0j5ASKxaNLqzMt\\_ZUCjUVM0](https://www.rnz.co.nz/news/national/412635/pregnancy-in-covid-19-lockdown-options-creating-anxiety-for-some-women?fbclid=IwAR08iw01oZtAoxZdKKa3OwaE3NB993eFi0yL0j5ASKxaNLqzMt_ZUCjUVM0)

- 25th - Zoom Monthly Meeting - Covid-19 saw increased demand for home birth midwives and regional home birth groups. HBAT had a large increase in facebook messages and traffic. The agenda items for the meeting were put on hold as discussion focused on how best to serve the home birth community at this time. It was decided to invest in 6 birth pools to distribute to regions in need, as a gift of support.
- 26th - Additional Zoom meeting to finalise plans around the purchase and distribution of birth pools to regional groups, due to increased demand for home births and pool hire. Trustee Larissa McCarthy researched the availability of birth pools for purchase within NZ and contacted home birth midwives and regions to ascertain their needs.
- Trustee Dr Eva Neely established a facebook group, Pregnancy & Birth during COVID - Support Group Aotearoa  
<https://www.facebook.com/groups/pregnancyduringcovidatoteaoroa/>  
The group gathered a membership of up to 3000 people in 2 weeks. Moderation of the group was managed by 6 HBAT trustees who maintained a home birth and options focused kaupapa. As Aotearoa exited the lock down, women began to feel more relaxed about their options for birth, though the group remains open with ongoing traffic.

## April

- Grant to Trust Home Birth Tauranga and Waikato Home Birth Association for professional grade birth pools.
- The 6 x birth pools and liners arrived and were distributed to Canterbury, Taupo, Coromandel, Manawatu, Tauranga and Wellington.
- Trustee and midwife Karen Walker drafted a Birth Pool Protocol document to share with regional groups to ensure they were informed about, and practicing, appropriate hygiene practices as part of their birth pool hire.
- 14th & 15th of April - In response to the uncertainty many women were feeling about birthing during Covid-19, trustee and birth doula Sophia Paskel ran a Staying Home

Birth Preparation Workshop, online, for student midwives and mothers/whanau. This had over 120 attendees.

- 21st - Trustee, consumer and birth trauma coach, Larissa McCarthy, gave a live instagram talk about pregnancy/birth during Covid-19 with a focus on empowering and home birth.
- 29th - Zoom Monthly Meeting

## May

- 5th - International Day of the Midwife. For this year's campaign HBAT created a video message, thanking midwives for their integral work in our communities. <https://www.facebook.com/homebirthaotearoa/videos/1558093351013192/>  
The video had over 4.5 thousand views and was shared widely.
- Trustee Dr Eva Neely joined the advisory group for the Aotearoa Midwifery Project which aims to revise the Midwifery competencies with the Midwifery Council. The group is ongoing for the following year.
- Trustee Vivienne Oliver compiled a grant application and applied to the MSD Community Awareness and Preparedness Grant Fund, with a request for funding to upgrade the birth pools of several of the regional groups. Unfortunately the application was not successful.
- 27th - Zoom Monthly Meeting

## June

- Dates announced for Hui 2020, to be held in Tauranga, hosted by Trust Home Birth Tauranga.
- Waikato Home Birth Association member Bobbie-Jane Cooke expressed her interest in trusteeship, and has been invited to attend meetings and to consider a trustee apprentice role, in light of current positions being full. Bobbie would be a welcome addition to the trust, not least as a Maori consumer voice.
- Trustee Vivienne Oliver applied to the Ministry for Women's Covid-19 Community Fund, for a grant to host a home birth midwives community care event to coincide with the 2020 HBAT hui. Unfortunately the application was not successful.
- 24th - Zoom Monthly Meeting

## Regional Home Birth Groups

*Home Birth Aotearoa is the umbrella organisation for a variety of small, medium and large support groups and associations across New Zealand. Our work supports these groups to nurture localised home birth communities through meetings, pool hire, antenatal classes, newsletters and other activities that promote homebirth.*

*The following information has been collated from the regional group annual reports requested for the HBAT hui, as well as from interactions between HBAT and regions over the course of the reporting period.*

**Taupo** - The group has been on hold for this reporting period due to its leading member moving regions. HBAT held the group's funds in trust. As of June 2020, the group has been able to re-establish under new leadership and has had its funds returned, for use within its birth pool hire service.

**Manawatu** - Active birth pool hire, with a pool received from HBAT due to higher demands during the lockdown.

**Wellington** - Continued birth pool hire service, in need of upgrading.

**Tauranga** - An active group with a number of trustees on the committee. Planning to host the HBAT Conference and Hui in October 2020. Received a grant from HBAT to replace their birth pool hire stock.

**Golden Bay** - Regular monthly meetings and increased community connection. Have requested financial support from HBAT to establish a birth pool hire service.

**Motueka** - Continue to meet on a monthly basis. A very self sustaining group.

**Queenstown and Central Lakes** - An active pool hire and committee. Struggling to maintain membership.

**Auckland** - Increased demand to birth pool hire during lockdown, which has since settled. Struggling to maintain membership and volunteer base.

**Canterbury** - Continued active birth pool hire, received a back up pool from HBAT during the lockdown. Hosted the 2019 HBAT Conference and Hui.

**Waikato** - An active group, currently with strong momentum for events. Planning to host the 2021 HBAT Conference and Hui. Interest from committee members to sit in on HBAT monthly meetings and consideration on Trustee Apprenticeship opportunity.

**Dunedin** - Has re-established its group meetings and has a few really passionate women ready to take on this opportunity.

## Website and Social Media

**Our HBA Facebook Page** – social media is an effective way of engaging with our community. Our membership totals 8741 members. Posts have been reaching across the globe with some achieving viewings of over 240,000. We use this platform for sharing expert opinion, current research, women's stories and images, as well as local, regional and national events. It has been integral to our Home Birth Awareness week initiatives and our International Day of the Midwife initiatives. We can post queries from women seeking advice from the community about many things related to home birth and maternity. We receive multiple queries each week to our page via direct message.

<https://www.facebook.com/homebirthaotearoa/>

What we do with Facebook:

- Daily posts (mostly)
- Special events (Home Birth Awareness Week, International Day of the Midwife)
- Regional news, events
- Queries from the community (answered and shared for additional input)
- International news, events

**Our HBA Website** - This year we identified a security risk to the website and updated security accordingly, including protection from overseas attacks.

We have initiated project planning to upgrade the website with more Te reo content.

An overall upgrade to the website is being project managed via trello. The upgrade will include ensuring our reference reports are up to date with current research and all our links are relevant.

We also plan to update our resources and directory to make it a broader and more functional part of the site. We envision this will make necessary resources more accessible to our Home Birth community.

The upgrade has been on hold for most of the reporting period, as HBAAT awaited contract renewal. Our web and social media administrator required a period of leave during the lockdown period due to disruptions to her usual schedule. We are now beginning to reinstate this project work.

Currently the website is frequently referenced by women and whanau planning their home births.

<https://homebirth.org.nz/>

What we do with the website:

- Online resource
- Stories
- Links

- Magazine
- Inspiration

**Our Facebook Group** - this group has been running for many years, and has been gifted into the trusts hands for us to act as kaitiaki. It has become a very large group and for many of our whanau is the key source of support, information and korero about home birth. We have volunteer admins who keep the group strong to the homebirth kaupapa. We vet join requests to ensure the kaupapa remains Aotearoa and home birth centered. The Facebook group is a core part of our communication network and now totals a membership of 2,711.

<https://www.facebook.com/groups/homebirthaotearoa/?ref=bookmarks>

**Our HBA Pinterest Page** – we are collating a range of home birth maternity resources on this page. We are endeavouring to make this as New Zealand based as possible. Our followers are increasing steadily.

<https://www.pinterest.nz/haotearoa/>

**Our Instagram page** – this page has been set up since our previous website update. It has recently become more active and is gaining some great engagement through a visual medium.

<https://www.instagram.com/homebirthaotearoa/>

**Our twitter page** – this has been set up since our previous website update, and we are currently planning to make it a platform for sharing relevant articles and important home birth information.

<https://twitter.com/homebirthnz?lang=en>

**Our Online Magazine** – *Home Birth Matters* ran for approximately 4 years, and was published almost every quarter according to the seasons. The magazine was viewed in excess of our expectations and travelled around the globe.

Due to the loss of one of our trustees who contracted her editorial services to us for well below the market rate, the magazine has been in hiatus for over a year. Within the Underspend Proposal we have budgeted for a 'Best of' hard copy, at the request of our regions and members.

We are currently in discussion as to how the magazine could be reinstated and managed.

**Our Printed Resources** – we have continued to freely distribute printed rack cards, postcards, bookmarks and stickers to regional home birth groups, midwives, health centres, libraries, parents centres, Plunket rooms and anywhere there are likely to be pregnant women or young families.

**Other social media:**

- YouTube

## **Staffing and annual budget**

**The Trustees for Home Birth Aotearoa are as follows:**

Dr Eva Neely (Chair, Wellington Home Birth Association)

Karen Walker, Maori Midwife.

Dr Sarah Lockwood (Treasurer, Trust Home Birth Tauranga)

Sophia Paskel, birth doula (Trust Home Birth Tauranga)

Ali Woodhouse, midwifery student (Canterbury Home Birth Association)

Larissa McCarthy, consumer and birth trauma coach (Taupo Home Birth)

Vivienne Oliver, midwife (Wellington Home Birth Association)

Andrina Martin-Bulfin, consumer, has been welcomed as an apprentice on the basis of establishing a connection with her regional group and working towards trusteeship for the 2020 AGM at national hui.

Kirsty Wilkinson (Canterbury Home Birth Association) was formerly a trustee but has moved into an apprentice position for 2020 as she completes her final year of Midwifery studies.

**Changes within the board.**

There are several new trustees this year, following a successful election process in 2019. HBAT Administrator, Alesha Hobbs, is now the acting secretary to the board.

**Staffing/Contractors**

Sian Hannagan - contracts for web related work and as the social media manager.

Alesha Hobbs- contracts as the Financial and General Administrator for HBAT.

Robert Hewison of Green Grass Accounting - acts as the accountant for HBAT.

**Budget**

Please find attached accounts of profit and loss for the reporting period.

Please note, the trust has yet to use the funds allocated in the Underspend Proposal. The reason being that the income for the July 2019 - June 2020 year was not received until June 2020 as the contract was under renewal. The trust chose to moderate it's expenditure while it awaited confirmation of both contract and funds.

Expenses are therefore predominantly related to the 2019 conference and hui, which included regional representative travel and a trustee meeting with trustee applicants as part of the election process.

Additional expenses include grants and resources used in support of our regional home birth groups as well as the cost of our 2 contractors.

*Prepared by Alesha Hobbs*

*On behalf of the trustees of Home Birth Aotearoa Trust*