

Brainwave Trust Aotearoa

Performance Report 2025

For the year ended 31 March 2025



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Message from Our CEO/ Kaihautū Huia Hanlen

Tēnā koutou katoa!

It is a privilege to provide this report on Brainwave Trust Aotearoa for the past year.

Specific highlights of the past year include sharing evidence-based knowledge on child / youth development to the second highest number of people in our 27-year history, through workshops and wānanga. Although 2023-24 was even higher, this reflected our ability to access workshop funding that had accumulated over the COVID years when we couldn't do face to face workshops. While our main focus is always on the impact of our interactions rather than the sheer number of them, this volume shows a genuine demand for the wānanga, talanoa, and workshops we provide to whānau and those working with children and young people. We also celebrate one year of Brainwave championing mātauranga Māori research, alongside the existing research from western science.

Our work with Tagata Moana took a huge leap forward when we worked with communities to design a programme which supports the use of traditional Pacific knowledge alongside child development. We are grateful to the communities of South Auckland in particular, who have worked alongside us and our kaiako Amelia Antonio and Oriana Suaesi, who have led this work.

A "High Tea with Judy Bailey" in February was a stunning success in launching our GEMs (Give Every Month) donor programme, with our patron Jude outlining the reason "why" we need Brainwave in Aotearoa and the history behind our organisation. Special thanks to Min McFater who spoke beautifully about being introduced to Brainwave as a participant in He Hīkoi Mahara, which led to her becoming a kaihāpai (who champion Brainwave's work in their communities), then completing the training to become a Brainwave kaiako. GEMs is a means for us to build a regular donor base. This will allow us to plan with a higher degree of certainty, knowing what funds we have coming in each month.

Navigating uncertainty makes us evaluate our size, shape and offer continuously, to make certain we are able to deliver on our kaupapa with integrity, minimising costs, and remaining a great employer.

Our contract with the now disestablished Tākai came to an end following the restructure of Oranga Tamariki. The most substantive loss has been the opportunity to highlight the needs of children in their response to the Te Ao Rerekura, National Strategy to Eliminate Family and Sexual Violence Family Violence. However, we have been able to continue working with the kaimahi/staff of many community organisations, which will continue to have positive effects for tamariki and their families who interact with these groups, and we are grateful for the support of the agency to do so.

We continue our work with professional audiences, including speaking at symposia and with professionals in training across clinical and education sectors. Over the past few years, we have reshaped how we work with whānau, particularly whānau Māori and Tagata Moana. Moving forward, we will also review and re-focus how we better advocate for the needs of children to be considered at a macro level to influence systems change; whilst continuing our work with whānau and kaimahi.

We are grateful to each and every one of our donors and supporters, without whom we wouldn't be able to continue our work supporting better outcomes for tamariki in Aotearoa/New Zealand. In particular, I would like to acknowledge two funders whose support for Brainwave is now coming to an end: The Sir Thomas and Lady Duncan Trust who have extensively supported us since the beginning and the MAS Foundation, who have generously supported our work, particularly alongside Tagata Moana communities. We are grateful for the ongoing rich relationships and support we have as a result.

Ngā mihi nui,
Huia Hanlen



Poipoia te kākano, kia puāwai

Nurture the seed and it will blossom

Te Pae Tawhiti | Vision

Whakamana i te tamaiti.

All children in Aotearoa New Zealand are valued and nurtured to reach their potential.

Te Pae Tata | Mission

We share knowledge with everyone who influences the lives of pēpi, tamariki and taiohi about the critical importance of brain development during early childhood and adolescence, recognising the positive impact and influence this can have on their wellbeing.



Ngā Uara | Brainwave Values

At Brainwave we value:

Whanaungatanga | The importance of connection and relationships.

Ako | Reciprocity in sharing of knowledge, learning and experiences.

Whakapapa | Acknowledging and building on Brainwave's history.

Auaha | Creativity and innovation.

Manaaki | Intentional care to enhance the mana of all people and environments.





How We Help

What does Brainwave Trust do?



Research

We translate academic research and mātauranga Māori into accessible content to inform those raising and working with tamariki. This knowledge underpins our articles, wānanga/ workshops, and professional development workshops, supporting evidence-based practice across sectors.



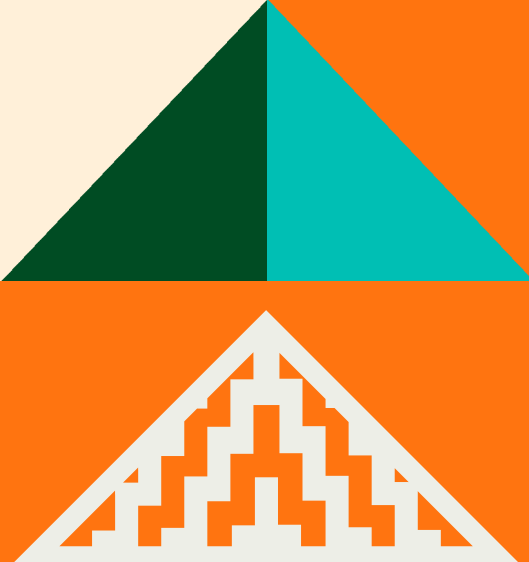
Education

Our nationwide team delivers tailored education to whānau as well as professionals in health, justice, education, and social services. We engage diverse audiences—from kōhanga reo staff, ECE teachers, young parents, clinicians to tertiary students and people under the care of the Department of Corrections—ensuring knowledge reaches those best placed to influence child wellbeing.



Partnership

We partner with like-minded organisations to share our knowledge further and to increase our own knowledge base from those working for child wellbeing. Together, we can positively impact the lives of young people exponentially.



Advocacy

We advocate for tamariki and their whānau where societal change is needed and work with the government to inform evidence-based policies that impact tamariki in Aotearoa New Zealand.



Resources

From our research we develop written resources that can help parents and whānau to understand why what happens in these years is so important for a child's development e.g. the impacts of stress on a pēpi's development and to understand why love and care are so important in a child's life and what that might look like in a practical sense.



Consultancy

We share our expertise in child development research.

Statement of Service Performance:

Brainwave Trust Aotearoa | For the year ended 31 March 2025

Description of Key Activities

The table below provides a snapshot of Brainwave’s research and workshop reach, the stories behind these numbers are discussed in greater depth later:

	2025	2024	2023
Total Website Views	149,200	97,300	87,200
New Website Visitors	63,310	44,500	35,382
General Workshops	393	428*	226
Corrections Workshops	51	46	34
Schools Programmes	44	145	150
Total	488	619*	410

*This high volume of workshops was able to occur due to remaining funds left over from the years when COVID enforced lockdowns in Aotearoa and kaiako were unable to work in the community.

Our Research Reach

More information than ever before is available on the internet, however much of it can be of dubious quality and provenance.

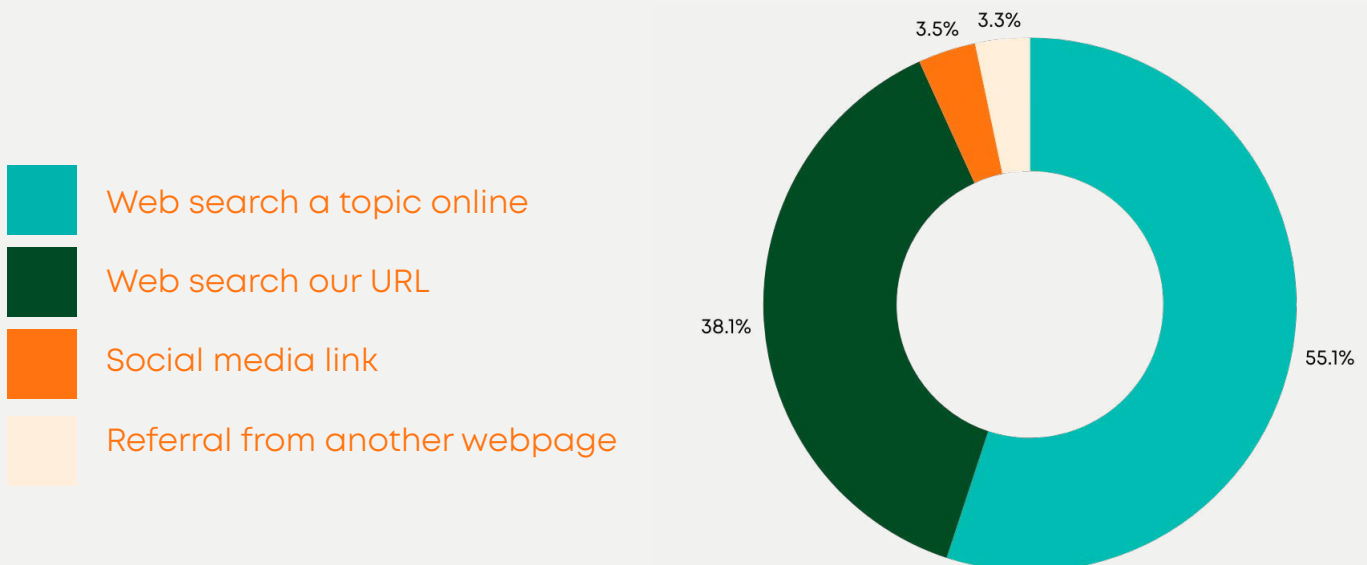
In contrast, Brainwave's reputation and strong research focus, based on credible sources and presented in a non-judgemental way has attracted 149,000 users to our website, including an astonishing 63,000 new visitors. Our most popular articles have been read over 20,000 times, with every article published in the past 12 months read by at least 2,000 people. This content is often on-shared by universities, health and education programmes, family-focused organisations and occasionally in published journals.

A significant portion of our visitors find us when searching trauma-related topics, and searches related to adolescent drug and alcohol, which tells us that our content is reaching those directly affected by adversity or caring for those who are, or might be.

The high uptake and on-sharing of our mātauranga Māori articles tells us that our work is resonating with groups within our strategic priorities. Bodies of indigenous knowledge complement the Western scientific research we share. This research has strengthened our learning design and audience engagement. The impact of sharing mātauranga Māori is being felt throughout the organisation as we have more pathways to connect with whānau Māori and those who work with whānau Māori.

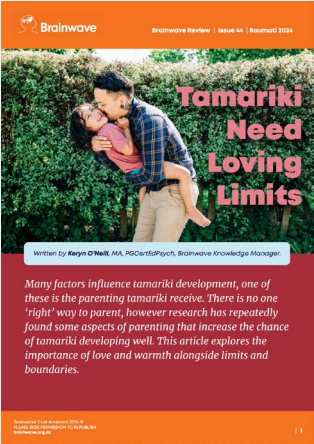
How Do People Find Us?

This chart shows the way our audience finds our website.



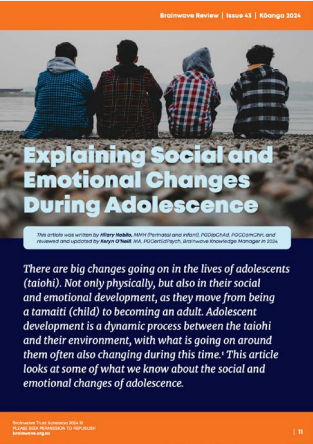
This Year's Research Articles

Articles published this year and available on our website, or by subscribing to our newsletter, are summarised below.



Written by Keryn O'Neill

Many factors influence tamariki development, one of these is the parenting tamariki receive. There is no one 'right' way to parent, however research has repeatedly found some aspects of parenting that increase the chance of tamariki developing well. This article explores the importance of love and warmth alongside limits and boundaries.



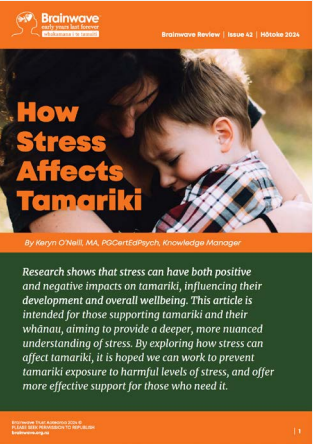
Written by Hilary Nobilo and reviewed and updated by Keryn O'Neill

There are big changes going on in the lives of adolescents (taiohi). Not only physically, but also in their social and emotional development, as they move from being a tamaiti (child) to becoming an adult. Adolescent development is a dynamic process between the taiohi and their environment, with what is going on around them often also changing during this time. This article looks at some of what we know about the social and emotional changes of adolescence.



Written by André Ngāpō and Dr Tahlia Kingi

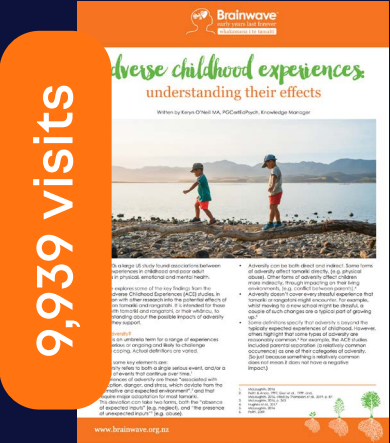
Drawing upon the wisdom of te ao Māori, this article explores mauri and practices that support tamariki in fostering mauri tau, a balanced and settled life force, and mauri ora, a state of optimal health and vitality. By deepening our understanding of mauri and exploring ways to guide tamariki and whānau to balance their mauri during ngā piki me ngā heke (the ups and downs of life), we can support their holistic wellbeing and healthy development.



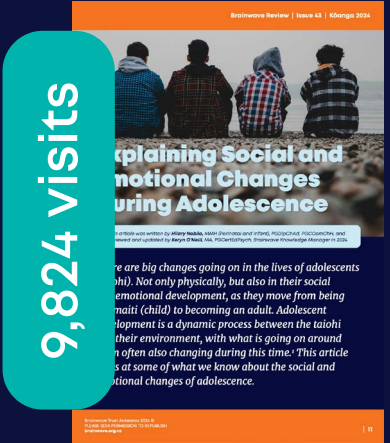
Written by Keryn O'Neill

Research shows that stress can have both positive and negative impacts on tamariki, influencing their development and overall wellbeing. This article is intended for those supporting tamariki and their whānau, aiming to provide a deeper, more nuanced understanding of stress. By exploring how stress can affect tamariki, it is hoped we can work to prevent tamariki being exposed to harmful levels of stress, and that more effective support for those who need it can be offered.

Most Popular Research Articles in the 2024-25 Financial Year



9,939 visits



9,824 visits



7,414 visits



Written by Keryn O'Neill

We often hear that pēpi and young tamariki are resilient and can cope with the stresses in their lives and the lives of whānau. However, we now understand that stress can have a range of effects, from healthy to harmful. Stress experienced by tamariki can affect their health and development for life. Many areas can be negatively affected, including mental and physical wellbeing, as well as the structure and functioning of the brain.



Written by André Ngāpō

Mauri tangata—the influence of energy exchanged through human relationships—acknowledges how the interactions between tamariki with those around them shape their emotional, spiritual, and physical wellbeing. Tamariki are not isolated individuals; they are part of a broader network where the energy and actions of one person can affect the mauri of another. This article explores how mauri tangata strengthens these connections, influencing the balance of mauri within tamariki, and supporting them in their holistic growth.



Written by Keryn O'Neill

Language is so important – it connects us to our culture, supports us to think, to learn, and to communicate with others. Learning about language starts early. This article explores some of what we know about the role of shared reading. First, we look at some of the benefits of reading, then we look at some useful information from the research that can give us something to think about when reading with tamariki.



Written by Roimata Taniwha-Paoa

Nāu mai e tama, Welcome O son. With these four words that open the ancient oriori 'Te waiata o Tu-Tere-Moana', so too is a doorway opened to a world of tradition, wisdom, and aroha. Within the rich whāriki of Māori culture, the oriori stands as a sacred curriculum for a child's growth and development, woven with threads of ancestral heritage, aspirations, and blessings for the journey ahead — a narrative of identity and purpose — a profound welcoming into this world.

Research Collaboration - Recommendations for the Use of Digital Technologies

Our Knowledge Manager, Keryn O'Neill, was part of a team of researchers and specialists, whose contributions formed the first comprehensive review around safe screen usage for children 0-13 years old in Aotearoa New Zealand. Published in New Zealand Journal of Physiotherapy, this review was endorsed by the Paediatric Society of New Zealand, Brainwave Trust and others and implemented by the Ministry of Education, who now require school boards to have up-to-date policies and practices to manage the health and safety risks around the use of digital devices for students. We expect the learnings from this research to have a positive impact on health and wellbeing for young people.

New Zealand Journal of Physiotherapy: <https://nzjp.org.nz/nzjp/article/view/364>

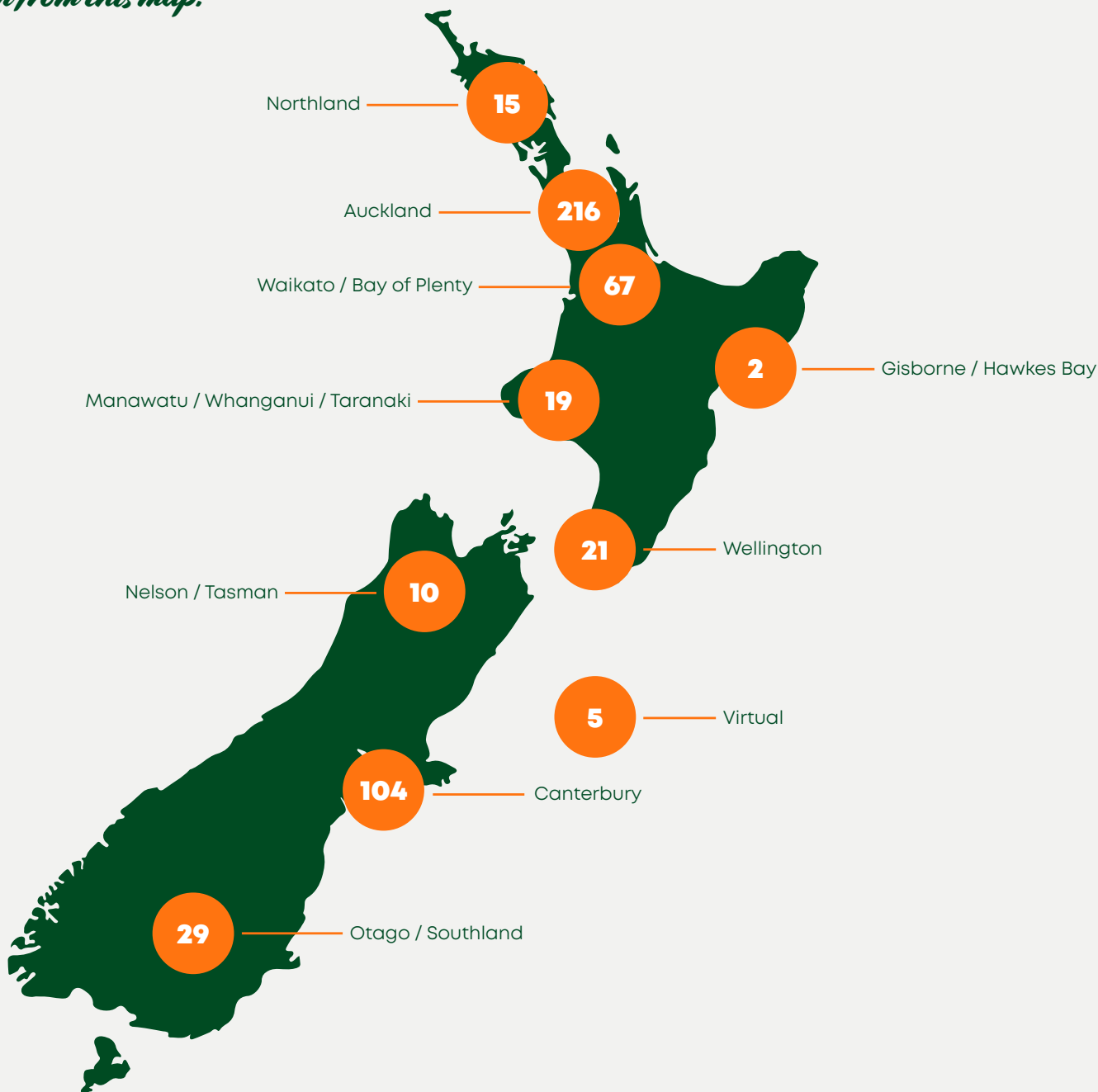
Workshops and Wānanga

Each year, our workshops and wānanga connect with over 7,000 families and professionals working closely with whānau.

We work with independent organisations to deliver strengths-based education sessions and wānanga designed to inform and empower kaimahi/professionals and others to more fully understand the young people they are working with and help to equip parents and caregivers with the knowledge and confidence to nurture strong, healthy futures. We also run specially designed programmes including for those in the care of and working for the Department of Corrections, schools and in Teen Parent units.

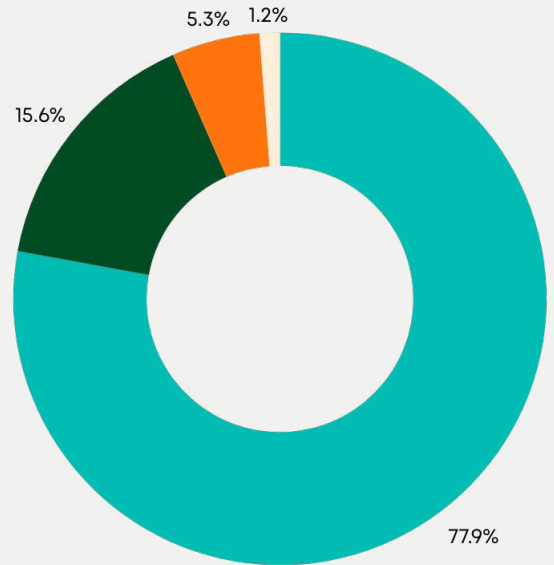
Total Number of Deliveries, by Region

Delivery of workshops/wānanga/talanoa happened throughout the country as can be seen from this map.



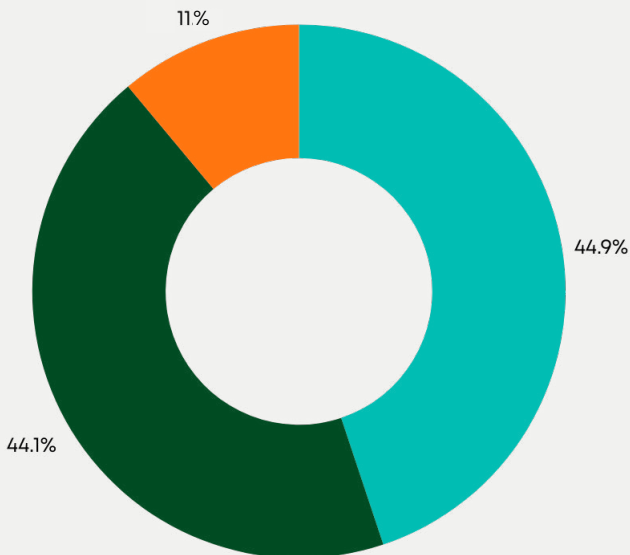
Workshop Focus

This chart shows the focus of our workshops.



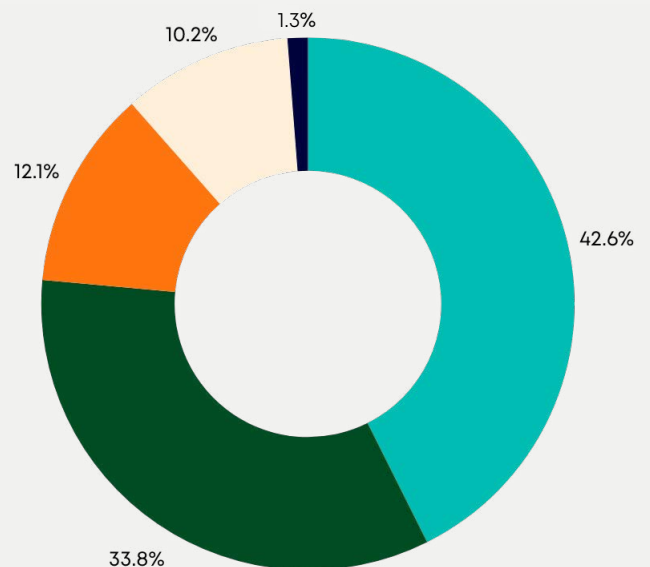
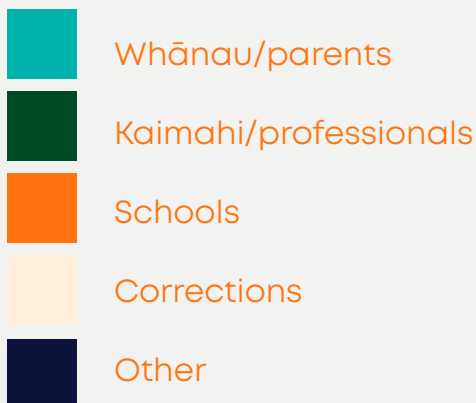
Audience

This chart shows the primary audience.



Peer Group

This chart shows the audience peer group.



We know the research we share has the power to change lives when we do it well, as can be seen in this quote from one of the organisations we work with:

“Bringing in your (Brainwave) kaiako—your experts—into our space, reinforces just how critical our (tūpuna parenting) practices are for whānau, that they relate to, that they work, that, you know, we are reclaiming all of that, it’s just beautiful. Even if it hasn’t been a familiar thing, then there’s something in the kupu and the language and the way that it’s presented, that then they can connect again and say:

“Oh. That resonates with me, and my heart, my whakaaro, that is safe, I can connect to that.”

So we’re privileged to have been able to have seen the western science as well and to walk together in parallel. And it’s a beautiful thing that we can offer to our whānau and say, “here’s some choice for you. And you take from both what resonates well with you and your whānau”.

Te Pareraukawa Tuisamoa — Lifewise Trust Family Services



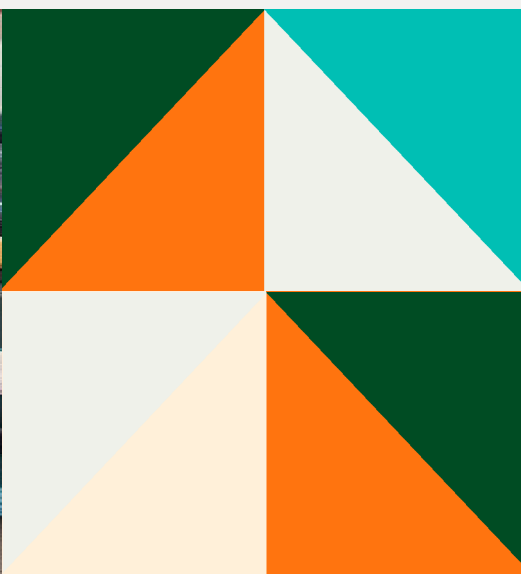
Malaga o Mafaufauga – Talanoa with Tagata Moana

Malaga o Mafaufauga is intended to use the traditional knowledge of Tagata Moana/Pacific People regarding child rearing practices.

Fanau/aiga/families share their knowledge and stories with each other and are led through a process of analysis using traditional pou/pillars to identify what their story most closely aligns with. Subsequently, this is aligned with western science, allowing fanau/aiga to see the practices from both world views, providing two kete (baskets) of knowledge to draw from. It has already become a powerful tool of reclamation for fanau/aiga.

We wanted to look into how we might learn from and learn with our Tagata Moana fanau/aiga and were afforded this opportunity through the generous support from MAS Foundation. After our initial prototype and testing phases, we were able to introduce and implement Malaga o Mafaufauga as an interactive talanoa/workshop specifically created for our Tagata Moana friends and fanau.

Malaga o Mafaufauga is now integral to our Brainwave education suite and more than 400 people have been part of these storytelling and ancestral practice workshops to date. We look forward to our continued mahi alongside our Tagata Moana fanau/aiga.





Why I Do this Mahi: Min McFater (kaiako)

Ko wai au?

E tū pēnei ana au he uri no te whare tapu o Ngapuhi, a no Te Rarawa kaiwhare hoki. Kia ora koutou, I'm Moana (Min) MacFater and I come from Ngapuhi and Te Rarawa in the north. I grew up in Tamaki Makaurau in Otara, South Auckland. I've been a kaiako for Brainwave Trust for the past two years, working predominantly with whānau Māori sharing He Hikoi Mahara korero. I'm a mum to three cheeky little reo Māori speaking babies. I'm also a nurse, and I've been a nurse for the last 12 years working across emergency care and surgical services - which is where I'm currently working in Manukau. I'm passionate about te reo Māori and te ao Māori, as well as improving outcomes for whānau Māori - and for me Brainwave fulfils all of the above.

What is He Hikoi Mahara?

It's a wānanga that uses traditional knowledge, to talk about child brain development in a way that whānau understand. The reception from whānau who I have shared this korero with has been overwhelmingly positive, and for some it's almost been like rongoa. He Hikoi Mahara leads with Mātauranga, it is palatable and understandable to our whānau in a mana-enhancing way because it's things that our tūpuna were already doing intrinsically without even knowing about neuroscience.

He Hikoi Mahara means so much to me because it's been part of my parenting story since its inception. I was hapū with my second pēpi when I was introduced to this mahi. He is now nearly four. This mahi has helped me to be a better parent raising my babies based on what I have learned and also through working with whānau. I can say for sure my whole whānau has benefited from this mahi. No reira tēnā koutou, tēnā koutou, tēnā koutou katoa.

We know the time our kaiako spend with whānau and professionals in workshops and wānanga is making a big difference to the lives of pēpi, tamariki and taiohi in Aotearoa New Zealand because of the feedback we hear:

‘My key takeaway is that my pēpi carries immense mana, born tapu, arriving in this world with wisdom and strength that deserves to be honoured.’

He Hīkoi Mahara — **Ohomairangi Trust**

‘I want to share my story everywhere. Awesome mahi! This was such a transformative experience.’

Tiakina te Tamaiti — **Mana Inc**

‘Learning how emotional safety shapes brain growth was a revelation. It opened my eyes to the deep connection between well-being and learning.’

He Hīkoi Mahara — **Hikitia Prevention**

‘This is a great workshop with depth, knowledge and learnings that are relevant to all people. Offering ways to reflect and discuss for all participants that they may understand and put into action their learnings.’

Understanding Adolescence — **Oceans Grief and Loss Programme**

‘I used to think punishment was a good thing, now I know it is not.’

Thriving Tamariki — **Stronger Waitaki**



Other Highlights

Launching Brainwave GEMs Regular Giving Programme

On 20 February, Brainwave Trust Aotearoa launched our new regular giving initiative, GEMs (Give Every Month Supporters), at Sugar Café in Auckland.

Introduced by our Patron, Judy Bailey, the programme is designed to create a sustainable funding base and reduce reliance on contestable income. Our first 100 regular donors form the founding GEMs group - a committed network of supporters helping to ensure lasting impact for tamariki and whānau across Aotearoa. GEMs will be invited to an exclusive annual event hosted by Judy Bailey.

To join, contact: partnerships@brainwave.org.nz

Brainwave Resources in the Community

Over the past 12 months we've shared more than 10,000 printed resources of high quality research in an accessible format with midwives, health workers, kura and schools, early childhood centres, community health teams, youth services, and other organisations focused on child and adolescent wellbeing — from our cities to our most rural communities. Community-led organisations and practitioners rely on Brainwave Trust for free knowledge support and make regular orders from our website for our printed resources.



These organisations directly impact the lives of young people and whānau in their care with on the ground support and resources. We are grateful to our funders who enable us to support whānau in this way.

Whāraurau Collaboration

Whāraurau (formerly the Werry Centre) is a national Infant, Child, Adolescent and Young People (Taiohi) mental health (ICAYMH) workforce development centre owned by the University of Auckland, and contracted by various Ministries to produce free, high-quality training for the workforce who support mokopuna to navigate their own mental health challenges and those of their whānau.

André Ngāpō, our Learning Designer and National Coach has been a part of an expert advisory group (EAG) to co-design, rebuild and to strengthen the existing, online Foundational ICAYMH workforce training that Whāraurau offers to those working in the health sector.

The aim is to offer the workforce a bicultural practice approach. The mātauranga Māori base of the bicultural training plan includes issues of concern for mokopuna mental wellbeing, and the best te ao Māori approaches identified by the EAG, to be integrated with relevant scientific bio-medical models and theories where appropriate. The intended audiences are those working with mokopuna in different sectors and settings including mental health and substance harm, general health, education and vulnerable children.



Our People

Governance

The trust deed which established Brainwave in 1998 was updated in 2023 to ensure it continues to be fit for purpose, and is available [here](#).

Brainwave is governed by a board of trustees that ensures we operate within our trust deed particularly within our objectives, meeting at least six times a year.

The last couple of years has seen a refresh of the board as long-standing trustees have retired. At year end, the trustees of Brainwave were:



Judy Bailey ONZM

Patron



Jeanine Tamati-Elliffe (Chair)

MMIL, BMD, Dip Te Pinakitanga



Anthea Springford (Treasurer)

BA, MBA(Dist)



Dr Josh Tiro

MBChB



Dr Julie Wharewera-Mika

DClinPsy



Dr Emma Wehipeihana

MBChB, BA



Marama Stewart

BEd (Māori)

In early 2025 we farewelled Dr Julia Ioane and Pimento Fata and thank them for their significant contribution to Brainwave. They were replaced by Dr Josh Tiro and Mārama Stewart in March 2025.

Early in the new financial year we also welcomed two further new trustees, Natasha Flavell and Darren Folau.



We are grateful to each of our Trustees for your time, expertise, and support as governors — you are instrumental in making Brainwave the highly respected organisation it is today. Ka nui te mihi ki a koutou katoa!

Operational Team

Since 2019, Huia Hanlen, CEO/Kaihautū, has led a small team of operational staff. Most of the eight members of the operational team work part-time.

This team supports our national team of 21 kaiako and four kaiāpai who work with a wide range of organisations throughout Aotearoa New Zealand.



Kua Hinga te Tōtara i te Waonui-a-Tane

The Passing of a Great Leader

We acknowledge the significant contribution of Dr Johan Morreau, who passed away in March 2025. Johan was a valued Trustee of Brainwave for a number of years and co-chair in 2023, before stepping down due to ill health.

We were privileged to work with Johan, as a champion in growing the understanding of the crucial importance of the first 1000 days of a child's life.

Johan had a national role in advocating for child health as a community paediatrician. His desire for children to experience better outcomes drove his work and his high standards of paediatric care positively impacted thousands of tamariki, taiohi, and their whānau. Many of you will know him from his [TEDx talk on the First Thousand Days](#).

Moe mai rā e Johan. Thank you for your contribution and leadership to the wellbeing of children in Aotearoa New Zealand. We will honour your legacy in our mahi and we will miss you as part of our whānau.

Our Supporters

Brainwave is funded by a mixture of contracts for service/partnerships, workshop and conference income, grants and donations from philanthropic and community organisations and generous individuals.

As a not-for-profit, the biggest risk factor to our funding sustainability is a reliance on contestable funding. We are focused on exploring new income streams to mitigate this challenge to future financial sustainability.

Financial reserves – To ensure our sustainability in a regularly changing fundraising environment, Brainwave's goal is to keep cash reserves to fund the operations for up to six months if for any reason no further funding were immediately available.

Volatility of financial results – Our financial results show fluctuations from year to year. The underlying earnings are generally quite steady, as can be seen in the Summary of activities in this report. However, the reported financial performance is impacted by the timing of receipt of large donations which need to be recognised when received. We aim to breakeven, on average.

Principal Funding Partners

We sincerely acknowledge and thank the following organisations for their longstanding support of Brainwave. Their sustained commitment to our kaupapa has played a vital role in enabling our work to promote the wellbeing of tamariki, whānau, and communities across Aotearoa New Zealand.

Sir Thomas and Lady Duncan Trust

Since 1999, shortly after the creation of Brainwave, The Sir Thomas and Lady Duncan Trust has provided close to \$1 million in funding for a wide range of projects which have impacted tens of thousands of New Zealanders. The first was the design and delivery of our first programme in Corrections facilities, for 'Mothers in Prison'. This seed led to our highly regarded programme which is now available to people under the care of Corrections, men and women, throughout the country, and which continues to evolve. The Duncan Trust funded the development, piloting, evaluation and management of our Schools programme and resources. Since 2010 they also funded us to provide this programme free of charge in schools in their catchment area of the lower North Island. So many people have benefitted from this 25 year commitment of the Sir Thomas and Lady Duncan Trust to Brainwave, and we couldn't be more grateful for their support.

MAS Foundation

Our partnership with the MAS Foundation has provided us with strong support to build relationships of trust and work alongside Tagata Moana (Pacific peoples living in Aotearoa) to share traditional knowledge and scientific knowledge through a talanoa (forum/workshop), Malaga o Mafaufauga. This partnership was so powerful

in its connection to community and ensured our work is informed by Pacific practitioners, researchers and providers—around what matters and makes a difference to fanau/aiga.

Tākai/Oranga Tamariki

We partnered with Tākai (Oranga Tamariki) to develop their organisation's understanding of the needs of children and to co-create resources for sharing with whānau. A key focus of this partnership was contributing toward the implementation of Te Ao Rerekura, National Strategy to Eliminate Family and Sexual Violence.

Tindall Foundation

Our multi-year relationship with the Tindall Foundation is new and broad! We are exploring ways that we can collectively support cohesion at a systems level between the needs of birthing parents and their pēpi in the early years alongside other partners. The Tindall Foundation support also enables our work within key communities. Funding from the Tindall Foundation contributes significantly toward covering our operational costs.

Wright Family Foundation

The Wright Family Foundation has been generously supporting Brainwave since 2016. This funding ensures that ability to pay is not a barrier to receiving a Brainwave workshop. This enables us to reach families living in communities experiencing high need across New Zealand. Many of our community and school workshops are provided to families and caregivers free of charge, thanks to the Wright Family Foundation's ongoing support, including our Year 9 and 10 Schools Programmes.

Champion Donors

Brainwave's Champion Donors are the people who choose to stand alongside our kaw-papa, year after year.

Their support has been steady, generous, and often behind the scenes — but its impact is felt in everything we do. Thanks to their ongoing commitment we can continue making a difference where it's needed most. We're deeply grateful to the following people for their belief in our work and the trust they've placed in us:

- Bethell Family Partnership
- Danielle Guitard and Andrew Ferrier
- Lee and Bryce Murray
- Peter and Anthea Springford
- Anon

Thank you to all the other donors who continue to support us in many different capacities. Thank you to our GEMs and other regular givers, who help us to plan for a sustainable future.

Grants

Grants provide essential funding towards our operational costs, and we simply could not continue to operate without them.

We acknowledge the many worthy organisations seeking support from a limited pool of contestable funds, particularly in today's increasingly constrained funding environment. We are incredibly thankful to the following funders who have chosen to support our charity in the past year:

- Te Tahua Mā Ngā Whakahaere I Ngā Hapori Community Organisations Grants Scheme Waikato West
- Te Tahua Mā Ngā Whakahaere I Ngā Hapori Community Organisations Grants Scheme Manukau
- Te Tahua Mā Ngā Whakahaere I Ngā Hapori Community Organisations Grants Scheme Whitiāra
- New Zealand Lottery Grants Board - Lottery National Community Fund
- Pub Charity Limited

In-kind Services

The true cost of providing the Trust's services would be much higher if we paid for everything we do. Like many not-for-profit organisations, we benefit from many hours of volunteer time and donated goods and services.

This includes the professional input of the trustees, scientific advisors and mātauranga Māori and Tagata Moana advisors — we thank each and every one of you for supporting us with our research this past year. Heartfelt thanks also to our external editing support team. We are very grateful to Wilde & Freeman for their ongoing pro bono HR support. We have also had in-kind support this past year from Maia, Event Revolution and Courageous Conversation South Pacific® Institute Ltd.

Collaborating Partners

At Brainwave Trust, we know that lasting change is rarely achieved alone.

It's through partnership and collaboration that our kaupapa reaches more communities and has a greater impact. Whether through joint initiatives, co-delivered programmes, shared advocacy, or media coverage—our collaborating partners strengthen our work and expand our reach. We thank each of our partners for walking alongside us with expertise, trust, and support:

- Being Real Parents Podcast
- PADA— Perinatal Anxiety and Depression Aotearoa
- The Southern Initiative
- The Storytime Foundation
- Whāraurau



We are so grateful for the continued support of our partners, grant funders and donors – both big and small, every bit helps towards improving our outcomes for tamariki. Thank you for backing our mahi!

With the financial support of our incredible funders and donors, we are helping change lives for school students, caregivers, those in the care of Corrections, and kaimahi working with tamariki:

‘I don’t think you realise how much this has touched my heart. I am sorry I cried and made everyone cry. I just couldn’t contain it.’

He Hīkoi Mahara — **Raetihi Community House**

‘Please, keep doing what you’re doing! It’s truly valuable and appreciated.’

He Hīkoi Mahara — **Ohomairangi Trust**

‘My key takeaway is to live my life in a way that reflects the life I want for my kids.’

Tiakina te Tamaiti — **Tongariro Prison**

‘From this workshop I learnt to have more positive interactions with youth and ways to bring them down to a stable level before communicating.’

Understanding Adolescence — **Scouts New Zealand**

‘I loved learning how storytelling sparks creativity and language skills in kids.’

Tiakina te Tamaiti — **Te Reo Rangatira ki Whaiora Marae**

‘Everything about this kōrero resonated deeply. It was thought-provoking, meaningful, and rich in wisdom.’

He Hīkoi Mahara — **Ohomairangi Trust**

Brainwave Trust Aotearoa

Financial Report for Year Ending

31 March 2025

Statement of Financial Performance page 30

Statement of Financial Position page 31

Statement of Cash Flows page 32

Statement of Accounting Policies page 33

Notes to the Performance Report page 34

Audit Report page 35

Statement of Financial Performance

Brainwave Trust Aotearoa | For the year ended 31 March 2025

Account	Notes	2025	2024
Revenue			
Donations, Fundraising and Other Similar Revenue	1	62,765	171,725
General Grants	1	107,468	179,138
Revenue from Government Sources	1	498,094	522,222
Non-Government Service Delivery Grants/Contracts	1	266,763	425,364
Interest Revenue		27,427	20,821
Other Revenue		2,400	1,064
Total Revenue		964,917	1,320,335
Expenses			
Expenses Related to Fundraising		3,988	-
Employee Remuneration and Other Related Expenses	2	834,540	990,311
Volunteer Related Expenses		4,722	1,600
Other Expenses Related to Service Delivery	2	169,382	246,685
Depreciation and Other Expenses		24,759	29,118
Total Expenses		1,037,391	1,267,714
Surplus/(Deficit) for the Year		(74,474)	52,621

The accompanying notes form part of these financial statements and should be read in conjunction with the auditors report thereon.



Statement of Financial Position

Brainwave Trust Aotearoa | As at 31 March 2025

Account	Notes	31-Mar-25	31-Mar-24
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Assets

Current Assets			
Cash and Cash Equivalents		642,310	835,260
Debtors and Prepayments		27,508	12,089
Total Current Assets		669,818	847,349
Non-Current Assets			
Property, Plant and Equipment	4	12,578	24,161
Website and CRM	4	4,982	12,028
Total Non-Current Assets		17,560	36,189
Total Assets		687,378	883,538

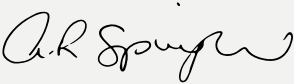

Liabilities

Creditors and Accrued Expenses		45,527	53,833
Unspent Contract Income and Grants	3	156,537	250,176
Employee Costs Payable		39,636	61,377
Total Liabilities		241,700	365,386

Total Assets Less Total Liabilities (Net Assets)		445,678	518,152
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Accumulated Funds

Accumulated Surpluses	6	445,678	518,152
Total Accumulated Funds		445,678	518,152


.....
Trustee 
.....
Trustee

25 September 2025
.....
Date
25 September 2025
.....
Date

The accompanying notes form part of these financial statements and should be read in conjunction with the auditors report thereon.

Statement of Cash Flows

Brainwave Trust Aotearoa | For the year ended 31 March 2025

Account	2025	2024
Cash Flows from Operating Activities		
Cash Received:		
Donations, Koha and Other General Fundraising Activities	62,717	171,725
General Grants	38,348	125,638
Government Service Delivery Grants/Contracts	435,246	452,505
Non-Government Service Delivery Grants/Contracts	292,705	152,117
Interest	27,427	20,821
Cash Payments:		
Employee Remuneration and Other Related Parties	(856,847)	(944,750)
Other Paments Related to Service Delivery	(177,705)	(249,535)
Other Payments	(13,803)	(7,717)
Total Cash Flows from Operating Activities	(191,912)	(279,196)
Cash Flow from Investing Activities		
Payment for Property, Plant and Equipment	(1,038)	(20,279)
Total Cash Flows from Investing Activities	(1,038)	(20,279)
Net Cash Flows	(192,950)	(299,474)
Cash Balances		
Cash and Cash Equivalents at Beginning of Period	835,260	1,134,734
Cash and Cash Equivalents at End of Period	642,310	835,260
Net Change in Cash for Period	(192,950)	(299,474)



Statement of Accounting Policies

Brainwave Trust Aotearoa | For the year ended 31 March 2025

Basis of Preparation

Brainwave Trust Aotearoa has elected to apply the Tier 3 (NFP) Standard on the basis that total expenses are less than \$5 million and the entity does not have public accountability. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report has been prepared on a going concern basis, under the assumption that the entity will continue to operate in the foreseeable future.

Measurement System

The measurement system adopted is that of historical cost.

Property, Plant, Equipment and Depreciation

Property, plant and equipment are initially recognised at acquisition cost, including any costs directly attributable to bringing the assets to the location and condition necessary for it to be capable of operating in the manner intended by the Trust's management.

Property, plant and equipment are subsequently measured using the cost model, cost less subsequent depreciation and impairment losses.

Depreciation is provided to spread the cost of the asset over the expected useful life of the asset, using a structured method such as straight line or diminishing value. Depreciation method, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

Major Depreciation Rates Have Been Applied as Follows:

Database - 12.50 - 40%
Plant & Equipment - 25 - 50%
Website - 12.5 - 50%

Accounts Receivable

Accounts Receivable are stated at their estimated realisable value.

Accounts Payable

Accounts payable is those amounts expected to be paid by the trust within 12 months from the date of these statements.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

Brainwave Trust Aotearoa is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Revenue Recognition

Revenue is recognised to the extent that it is probable that the economic benefit will flow to the Trust and revenue can be reliably measured.

Donations

Donations are recorded as income when the income is banked.

Grants

Insignificant general grants are recorded as revenue when cash is received.

Government and non-government service delivery grants revenue from the provision of services is recorded as revenue by reference to the stage of completion of the services at balance date, based on the actual service provided as a percentage of the total service to be provided. Revenue not yet recognised is recorded within the Statement of Financial Position as unspent grants. The income is then subsequently recognised within the Statement of Financial Performance as the stages of completion are met.

Interest Income

Interest income is recognised on an accrual basis.

Revenue from Government Sources

Income from government contracts is invoiced according to the payments schedule in the respective contract or as services have been completed. For contracts with a payment schedule the income is recognised within the Statement of Financial Performance as the performance conditions are met. Revenue not yet recognised is recorded within the Statement of Financial Position as unspent contract income.

Revenue from Providing Services

Revenue from providing services is recognised when the services have been completed. Amounts received in advance for services to be provided in future periods are recognised as a liability until such time as the service is provided.

Changes in Accounting Policies

Effective for the reporting year ended 31 March 2025, Brainwave Trust Aotearoa changed its accounting policy from Tier 3 Public Benefit Entity Simple Format Reporting Standard – Accrual (PBE SFR-A) to Tier 3 (NFP) Standard – Reporting Requirements for Tier 3 Not-for-Profit Entities. This change was made in accordance with the Standard's mandatory effective date of 1 April 2024, as specified by the External Reporting Board.



Notes to the Performance Report

Brainwave Trust Aotearoa | For the year ended 31 March 2025

	2025	2024		2025	2024
1. Analysis of Revenue			4. Property, Plant & Equipment and Website		
Donations			Plant and Equipment		
Philanthropic Foundation Donations	-	125,000	Plant and Equipment	55,311	86,451
Other Donations	62,765	46,725	Accumulated depreciation - Plant/Equipment	(41,942)	(62,290)
Total Donations	62,765	171,725	Total Plant and Equipment	13,369	24,161
General Grants			Website and CRM		
Chenery Trust	-	4,571	Website and CRM	45,338	45,338
COGS - Auckland Central	-	3,000	Accumulated depreciation - Website and CRM	(40,356)	(33,310)
COGS - Central Otago	-	2,500	Total Website and CRM	4,982	12,028
COGS - Manukau	3,848	3,848	Total Property, Plant and Equipment and Website and CRM		
COGS - Rotorua	-	2,000		18,351	36,189
COGS - Waikato West	1,500	1,500	Movement in Property Plant, Equipment and Website		
COGS - Whitireia	2,120	3,000		2025	2024
Foundation North	-	30,000	Opening Book Value	36,189	38,911
Four Winds	-	1,739	Additions - Plant and Equipment	1,038	20,331
Lion Foundation	-	3,480	Disposals	0	(53)
NZ Lottery Grant Board	70,000	60,000	Current Year Depreciation	(19,667)	(23,001)
One Foundation	-	4,000	Closing Book Value	17,560	36,189
Pub Charity	30,000	30,000	5. Grants Received During the Period		
Sky City	-	29,500	Chenery Trust	-	4,571
Total Revenue from General Grants	107,468	179,138	COGS - Auckland Central	-	3,000
Revenue from Government Sources			COGS - Central Otago	-	2,500
Oranga Tamariki Contract Income	346,104	361,138	COGS - Manukau	3,848	3,848
Department of Corrections Contract Income	151,990	161,084	COGS - Rotorua	-	2,000
Total Revenue from Government Sources	498,094	522,222	COGS - Waikato West	1,500	1,500
Non-government Service Delivery Grants/Contracts			COGS - Whitireia	3,000	3,000
Wright Family Foundation	107,894	224,847	Foundation North	-	30,000
The Sir Thomas & Lady Duncan Trust	3,861	63,109	Four Winds Foundation	-	2,000
MAS Foundation Contract Income	86,504	98,888	Lion Foundation	-	4,319
Workshop Programmes & Partnerships	68,504	38,520	NZ Lottery Grant Board	-	70,000
Total Revenue from Providing Goods/Services	266,763	425,364	Pub Charity Limited	30,000	-
2. Analysis of Expenses			Wright Family Foundation	100,000	100,000
Employee Remuneration and Other Related Expenses			Total Grants Received During the Period	138,348	226,738
Independent contractor related costs	252,170	332,678	Less Unused Grants Returned	-	(1,100)
Employee related costs	582,370	657,633	Net Grants Received During the Period	138,348	225,638
Total Employee Remuneration and Other Related Expenses	834,540	990,311	6. Accumulated Funds		
Other Expenses Related to Service Delivery			Accumulated Funds		
Workshop Programmes & Partnerships	96,752	121,552	Opening Balance	518,152	465,531
Coaching & Training	3,626	20,989	Surplus(deficit) for the year	(72,474)	52,621
Programme Marketing & Resources	23,758	44,459	Total Accumulated Funds	445,678	518,152
Scientific Research & Review	3,199	3,244	7. Contingent Liabilities, Commitments and Guarantees		
General & IT Expenses	42,047	56,441	There were no contingent liabilities at year end.		
Total Other Costs Related to Providing Goods or Services	169,382	246,685	8. Related Parties		
3. Unspent Contract Income and Grants			Trustee expenses of \$3k (2024: \$4k) were incurred in the financial year. In the prior year, A Springford (Trustee) loaned the Trust \$78k interest free for a period of 21 days in September/October 2023. A Springford (Trustee) donated \$1,500 to the Trust in 2025.		
Contract income			9. Events After the Balance Date		
MAS Foundation	49,451	16,112	There were no events that have occurred after the balance date that would have a material impact on the Performance Report (Last year - nil).		
Oranga Tamariki	87,758	133,862			
Total Unspent Contract Income	137,209	149,974			
Grants					
COGS - Whitireia	880	-			
NZ Lottery Grant Board	-	70,000			
The Sir Thomas & Lady Duncan Trust	-	3,861			
Wright Family Foundation	18,448	26,341			
Total Unspent Grants	19,328	100,202			
Total Unspent Contract Income and Grants	156,537	250,176			



INDEPENDENT AUDITOR'S REPORT

To the Trustees of Brainwave Trust Aotearoa

Opinion

We have audited the accompanying Performance Report of Brainwave Trust Aotearoa on pages 2 to 21, which comprises the Entity Information, the Statement of Service Performance, the Statement of Financial Performance and Statement of Cash Flows for the year ended 31 March 2025, the Statement of Financial Position as at 31 March 2025, a Statement of Accounting Policies and Notes to the Performance Report including material accounting policy information and other explanatory information.

In our opinion, the accompanying Performance Report presents fairly, in all material respects:

- the entity information for the year ended 31 March 2025;
- the service performance for the year ended 31 March 2025, in that the service performance information is appropriate and meaningful and prepared in accordance with the entity's measurement bases or evaluation methods;
- the financial position of Brainwave Trust Aotearoa as at 31 March 2025, and its financial performance, and cash flows for the year then ended,

in accordance with the Tier 3 (NFP) Standard issued by the New Zealand Accounting Standards Board of the External Reporting Board (XRB).

Basis for Opinion

We conducted our audit of the Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows, Statement of Accounting Policies and Notes to the Performance Report in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)), and the audit of the Entity Information and Statement of Service Performance in accordance with New Zealand Auditing Standard 1 (Revised) 'The Audit of Service Performance Information' (NZ AS1 (Revised)). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Performance Report section of our report. We are independent of Brainwave Trust Aotearoa in accordance with Professional and Ethical Standard 1 'International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New

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0992

KUDOS-INTERNATIONAL.COM

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Zealand) issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, Brainwave Trust Aotearoa.

Restriction on Responsibility

This report is made solely to the Trustees, as a body, in accordance with section 42F of the Charities Act 2005. Our audit work has been undertaken so that we might state to the Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Trustees' Responsibility for the Performance Report

The Trustees are responsible on behalf of the entity for:

- (a) the selection of elements/aspects of service performance, performance measures and/or descriptions and measurement bases or evaluation methods that present service performance information that is appropriate and meaningful in accordance with the Tier 3 (NFP) Standard;
- (b) the preparation and fair presentation of the Performance Report which comprises:

- the Entity Information;
- the Statement of Service Performance; and
- the Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows, Statement of Accounting Policies and Notes to the Performance Report in accordance with the Tier 3 (NFP) Standard, and

- (c) for such internal control as the Trustees determine is necessary to enable the preparation of a Performance Report that is free from material misstatement, whether due to fraud or error.

In preparing the Performance Report, the Trustees are responsible on behalf of the entity for assessing the entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the entity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Performance Report

Our objectives are to obtain reasonable assurance about whether the Performance Report is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance ISAs and NZ AS1 (Revised) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of this Performance Report.

Kudos Murray Audit Limited

Page 2 of 4



As part of an audit in accordance with ISAs (NZ) and NZ AS1 (Revised), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Performance Report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Obtain an understanding of the process applied by the entity to select its elements/aspects of service performance, performance measures and/or descriptions and the measurement bases or evaluation methods.
- Evaluate whether the selection of elements/aspects of service performance, performance measures and/or descriptions and measurement bases or evaluation methods present an appropriate and meaningful assessment of the entity's service performance in accordance with the applicable financial reporting framework.
- Evaluate whether the service performance information is prepared in accordance with the entity's measurement bases or evaluation methods, in accordance with the applicable financial reporting framework.
- Conclude on the appropriateness of the use of the going concern basis of accounting by the Trustees and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Performance Report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Performance Report, including the disclosures, and whether the Performance Report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Trustees regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Kudos Murray Audit Limited

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Kudos Murray Audit
Kudos Murray Audit Limited
Auckland
30 September 2025

Kudos Murray Audit Limited

Page 4 of 4

Our work with people in the care of Corrections is having an impact on families. Here is what some of our workshop participants are saying:

'I will communicate with my babies more, allowing them to feel their emotions more instead of blocking them.'

Tiakina te Tamaiti — **Christchurch Women's Prison**

'I used to think that we were born the way we are but now I know it is how we are taught and what we see.'

Growing Great Brains — **Auckland Region Women's Corrections Facility**

'My key takeaway from this workshop is to talk to my children with respect and treat them with love so they can believe in themselves.'

Growing Great Brains — **Northland Regional Corrections**

'I now understand how I can change my actions for the benefit of my kids when released.'

Growing Great Brains — **Manawatu Prison**

'I will now choose my words and actions with compassion and intention.'

Growing Great Brains — **Christchurch Women's Prison**

'My key takeaway is to openly speak with my kids about anything and to let them know not to be embarrassed or ashamed or hide things they are going through.'

Growing Great Brains — **Northland Regional Corrections**

Contact Information

Legal Name

Brainwave Trust Aotearoa, also known as Brainwave Trust or Brainwave.

Entity Type and Legal Basis

Brainwave Trust Aotearoa was founded as a Charitable Trust in 1998 and has operated as a Registered Charity since 30 June 2008. Brainwave is an approved donee organisation under the Income Tax Act 2007.

Registration Number

CC40312

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www.facebook.com/BrainwaveTrust/

Instagram

<https://www.instagram.com/brainwave-trustaotearoa/>

Linkedin

www.linkedin.com/company/brainwave-trust-aotearoa/

*When tamariki thrive, whānau thrive.
When whānau thrive, communities grow
stronger and more connected.*

*By helping people understand how their
decisions, interactions, and policies influence
child development, we can create a ripple effect
of positive change that carries across generations.
Better outcomes for tamariki mean better
outcomes for Aotearoa New Zealand.*

We are driven to give our all to the Brainwave kaupapa when we hear that whānau and kaimahi working with children are making positive changes for tamariki and for themselves:

‘My key takeaway is to have mindfulness and better understanding of the way I treat myself and others.’

Tiakina te Tamaiti — **Whanganui Prison**

‘I will be more present in my kids lives, pay more attention and take time to interact. They are young and can absorb everything.’

Tiakina te Tamaiti — **Hawke’s Bay Prison**

‘A key takeaway for me is to listen more and not to judge so quickly. I will approach situations with greater empathy.’

Understanding Adolescence — **Scouts New Zealand**

‘After this workshop I intend to read more books with my son and reduce distractions/technology at home.’

Growing Great Brains — **Christchurch Women’s Prison**

‘A key takeaway is that I as a parent am helping my child’s brain development with everyday activities, routines and practices. Today I learnt to connect back to my ancestors on raising my baby.’

He Hīkoi Mahara — **Te Pu o Te Wheke**

Māori words

hapū – pregnant; also refers to a sub-tribe or kinship group

kaiako – teacher

kaihāpai – advocate, supporter

kaimahi – worker

kaupapa – topic, practice, agenda, principles

kete – basket, kit

mahi – work

mātauranga Māori – Māori knowledge

mauri – life force or vital essence sustaining all living things

moe mai rā – rest in peace

oriori – chant composed to transmit whakapapa and knowledge to kukune (unborn baby) and tamariki (child)

pēpi – baby or infant

pou – post, upright, support, pillar, sustenance

rangatahi – younger generation, youth

rongoa – remedy, medicine, cure, treatment, solution (to a problem), tonic

taiohi – youth, adolescent

tamaiti – child, boy

tamariki – children

te ao Māori – traditional Māori worldview

te reo Māori – Māori language

tūpuna – ancestors, grandparents

wānanga – to meet and discuss, forum

whakaaro – thought, opinion, plan, understanding, idea

whakamana – give effect to, validate, enact, grant, empower

whānau – family

whāriki – woven mat, metaphorically used to mean: a foundation

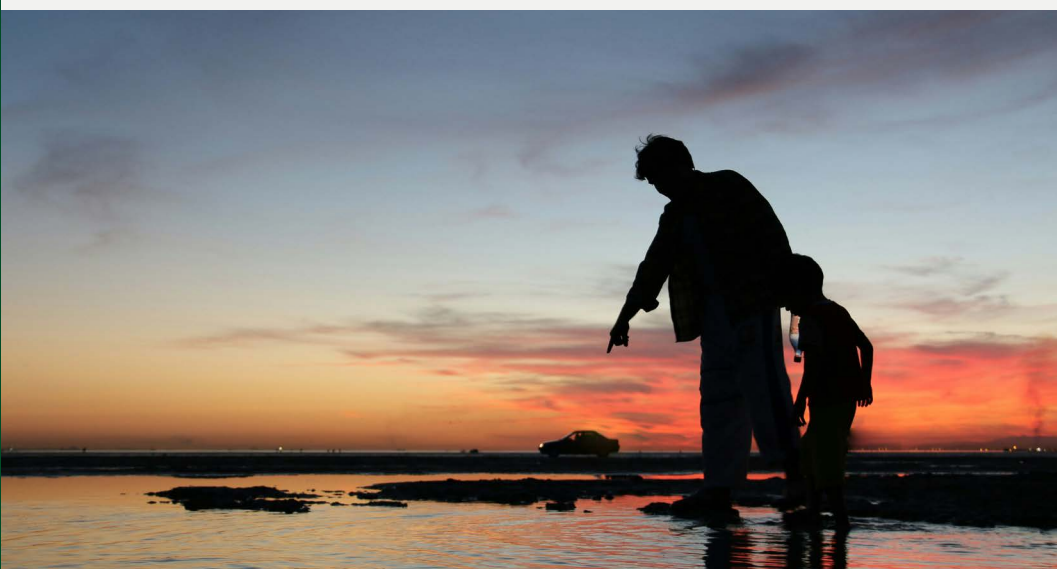
Samoan words

aiga – family

fanau – offspring, family

Tagata Moana – people from the Pacific settled in Aotearoa

talanoa – a process of open, respectful, and inclusive dialogue, often involving the sharing of stories and perspectives



Like trees, children need strong foundations.

A tiny kauri seed floats on the wind and then settles. It has the genetic potential to become a mighty sheltering giant of the forest, but it needs warmth, moisture, light and space to thrive. Strong kauri trees put down deep roots that anchor them firmly in the soil and prevent them blowing over in storms.

In the same way a human baby has the potential to be many things. Loving, responsive care when they are very young provides a strong basis for a child to grow and flourish. Soothing, secure relationships encourage children to be resilient and strong in the face of difficulties. The people close to them make up their world.

You can make a real difference.

