



**Health Promotion Forum of New Zealand**  
**Runanga Whakapiki Ake i te Hauora o Aotearoa**

# **HPF**

# **ANNUAL REPORT**

## **2025**

**20 November 2025**

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## Message from the Chairperson



E ngā mana, e ngā reo, e ngā iwi, e rau rangatira mā. Tēnā koutou, tēnā koutou, tēnā koutou katoa.

Nau mai, haere mai, piki mai. Kia ora hui hui mai tātou katoa.

Welcome, and thank you all for your time, presence, and support. It is my privilege to present the 2025 Annual Report of the Health Promotion Forum of New Zealand (HPF).

Throughout the past year, HPF has continued to demonstrate resilience, leadership, and innovation in advancing health promotion across Aotearoa.

Building on the strong foundations of 2024, we have made significant progress in aligning our work with the 2022–2027 Strategic Plan, particularly in leading and collaborating, strengthening the workforce and sector, educating and informing, and maintaining HPF as a strong and sustainable organisation.

Among the notable achievements of 2025, participation and completion targets for workshops and courses were exceeded, delivering tangible benefits for practitioners, employers, and the communities they serve. The expansion of digital delivery has further enhanced accessibility, reach, and flexibility for learners across the motu.

HPF's global leadership was also evident, with representation on the international stage through contributions to the IUHPE World Conference and the Abu Dhabi Legacy Statement. These initiatives reaffirm HPF's role as a connector, bridging local innovation with international best practice, and ensuring that the voices of Māori, Pacific peoples, and communities remain central to health promotion practice.

The Board extends its sincere appreciation to the HPF team, members, and partners. Your steadfast dedication continues to be instrumental to our collective progress – strengthening leadership, fostering unity across the sector, and advancing equity and sustainability in health promotion. We deeply value your contribution and the impact it makes.

We look forward with optimism to 2026. We are committed to the continued implementation of the Strategic Plan, to further strengthening HPF's leadership, workforce, and sector capability, and to fostering collaboration, innovation, and improved outcomes for communities across Aotearoa. Your ongoing support and engagement are vital to this journey, and we are sincerely grateful.

No reira, tēna koutou, tēna koutou, tēna tātou katoa.

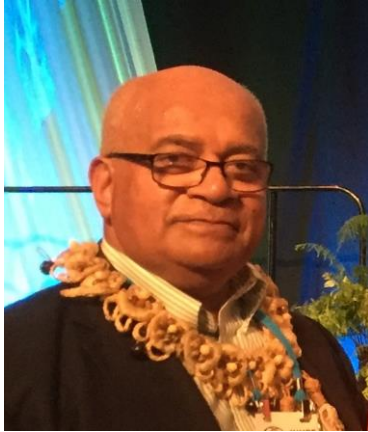
Ngā mihi nui,

A handwritten signature in black ink, reading "K. M. MacLennan". The signature is written in a cursive, flowing style.

Karyn MacLennan

Chairperson,  
Health Promotion Forum of New Zealand

# Message from the Executive Director



Mālō e lelei, Tena Koutou Katoa,

Greetings to all,

2025 has been a year of significant progress, collaboration, and impact across all areas of HPF's work. Guided by the Strategic Plan 2022–2027, we have strengthened HPF's leadership role in health promotion, fostered unity across the sector, and enhanced workforce capability through training, education, and progressing accreditation.

We have continued to deliver high quality courses and workshops, contributed to global and national health promotion initiatives, and supported the ongoing development of the sector to ensure sustainable, evidence-informed practice. These achievements reflect HPF's commitment to leadership, collaboration, and innovation, positioning the organisation to continue advancing health promotion across Aotearoa in 2026 and beyond.

## Developing the Workforce

HPF continues to strengthen the health promotion workforce through partnerships, education, and training.

Our collaboration with Te Pūkenga (Manukau Institute of Technology) has enabled the delivery of a high-quality certificate course that strengthens practitioner capability and supports the ongoing development of a skilled, responsive health promotion workforce.

Alongside this, our re-launched and newly developed online learning courses have expanded access to professional development across Aotearoa. These initiatives ensure that health promoters at all levels have opportunities to enhance their skills, share knowledge, and contribute to a stronger, more capable sector.

## Global Leadership

On the international stage, HPF continued to provide thought leadership. While my term as President of IUHPE concluded in 2025, our Deputy Executive Director was elected to the International Union for Health Promotion and Education (UHPE) Board and appointed Vice President for Finance & Internal Control, further reinforcing HPF's standing as a trusted and influential leader in global health promotion. I also had the privilege of co-chairing the IUHPE World Conference in Abu Dhabi in May 2025. Through this platform, HPF helped advance global health promotion frameworks, foster international networks, and

showcase the perspectives of Aotearoa, highlighting equity, Indigenous knowledge, and innovative approaches to wellbeing. These contributions align closely with our Strategic Plan goals of leadership, unity, and sector development, and demonstrate the impact of Aotearoa's health promotion expertise on the world stage.

## 2025 and beyond

The coming year presents both challenges and opportunities, but our vision remains clear:

“Hauora – Everyone’s Right through Health Promotion”

Hauora is a taonga and a fundamental human right founded on respect for the mana of people. To realise this right, people must be treated with fairness and respect, participate in decisions affecting their health, and live in healthy environments.

The whakataukī guiding our work is:

Takoha Mai, Takoha Atu

With your effort and our effort we will overcome all odds; with your gift and our gifts we will achieve great success.

We will continue to amplify the voices of Aotearoa on the global stage while remaining firmly grounded in our commitments at national and local levels.

Finally, I extend my heartfelt thanks to the Board, staff, members, and partners who make this work possible. Together, we are building a resilient, future-ready health promotion sector.

Sione Tu’itahi

A handwritten signature in black ink, appearing to read 'Sione Tu'itahi', with a stylized flourish at the end.

Executive Director,  
Health Promotion Forum of New Zealand

## Strategic Objectives and Primary Aims

The Health Promotion Forum exists to benefit communities in Aotearoa New Zealand by promoting and enhancing the health, wellbeing, and interests of diverse groups, in line with its charitable purposes. Guided by Te Tiriti o Waitangi and the principles of the Ottawa Charter for Health Promotion, HPF provides leadership, builds workforce capability, fosters partnerships, and advocates for equitable, culturally responsive, and evidence-informed health promotion. These objectives underpin all HPF's work and guide our efforts to strengthen the sector, support communities, and contribute to national and international health promotion initiatives.

At the heart of this work is our operations team, a dedicated group of people who bring these objectives to life every day. Together, they ensure HPF's programmes, partnerships, and initiatives are delivered with integrity, purpose, and impact.

## Meet our Team: Operations



**Sione Tu'itahi**  
Executive Director



**Leanne Eruera**  
Deputy Executive  
Director



**Sunila Mani**  
Business Manager



**Lavinia Ngatoko**  
Communications  
Advisor



**Jess Turner**  
Office Coordinator

## Key Highlights for 2025

During the 2024–25 year, HPF demonstrated strong leadership, innovation, and commitment to equity and planetary health across all areas of its work. Our Executive Director concluded a three-year term as President of the IUHPE, co-chairing the 25th World Health Promotion Conference in Abu Dhabi, the first to be held in the Arabic region. The conference attracted over 1,500 delegates, where HPF co-led sub-plenaries highlighting Māori health promotion frameworks and planetary wellbeing insights. The Executive Director also delivered the opening keynote and closing addresses, moderated a plenary session, and co-chaired the General Assembly, culminating in the drafting of the Abu Dhabi Legacy Statement, which will soon be published as a global reference for health promotion.

Locally, HPF delivered Māori health promotion leadership workshops, strengthening the capacity of the current workforce, while guest lectures and online sessions prepared the next generation of practitioners. The Certificate of Achievement in Introducing Health Promotion online courses jointly offered by HPF and Te Pūkenga, (Manukau Institute of Technology) reached 48 participants with an 81% completion rate and 96.5% achieving an A-grade. In addition, three new online courses were developed, reaching practitioners across Aotearoa, and the *Te Tiriti o Waitangi and Health Promotion* course (TUHANZ) was reviewed and re-formatted for an online delivery mode.

HPF maintained consistent knowledge dissemination through weekly social media posts, website updates, and publishing recorded webinars to our YouTube channel, increasing engagement and reach. The addition of two new social media platforms, LinkedIn and Instagram, have also expanded HPF's reach to a wider demographic. The Executive Director contributed a chapter to a global health promotion book and co-authored an academic paper on planetary health, extending HPF's influence internationally.

Operationally, HPF maintained strong financial health, continuing strengthening of digital delivery and efficiencies, and embedded climate-conscious practices, including reducing CO<sub>2</sub> emissions and printing waste, reflecting our commitment to sustainable operations.



# 1. Lead and collaborate

*Further establishing HPF as a co-leader in global and national health promotion efforts, providing leadership, best practice, and expertise, and fostering partnerships to advance equity and collective impact. (Aligns with HPF Strategic Goals 1: Leadership and 2: Unity)*

## 1. Advocated for a sustainable workforce and sector.

HPF strengthened its position as a co-leader in national and global health promotion, providing expertise, best practice, and strategic partnerships that advance equity, Indigenous knowledge, and planetary wellbeing. Over the year, HPF advocated for a sustainable and equitable sector and sustained active partnerships with Te Ora Puāwai, Oceania Planetary Health Forum, and the Planetary Health Alliance. Our engagement extended to governance and strategic advice for educational providers, including Ara Institute of Canterbury and Victoria University, as well as international networks, ensuring Māori and Pacific perspectives, as well as planetary health principles, were embedded in practice.

Participation in national forums, such as Health Coalition Aotearoa's 'public health infrastructure' panel, and invitations to join WHO advisory groups, including the steering committee for the 2nd Global Summit on Traditional Medicine and the *Strategic and Technical Advisory Group of Experts on well-being and health promotion*, further underscored HPF's leadership. The Executive Director and Deputy Executive Director maintained advisory roles in global and regional networks, guiding emerging public health initiatives and representing Aotearoa New Zealand at an international level.

## 2. IUHPE 2025 World Health Promotion Conference – Abu Dhabi

The IUHPE World Health Promotion Conference represented a pinnacle of HPF's global engagement this year. As co-chair, the Executive Director oversaw a programme that featured over 1,500 participants from across the globe. HPF led sub-plenaries showcasing Indigenous health frameworks and planetary health insights. The Executive Director delivered both the opening keynote and closing ceremony addresses, moderated a plenary session, and co-chaired the General Assembly. The Abu Dhabi Legacy Statement, developed collaboratively with international partners and stakeholders, will soon serve as a reference for global health promotion practice.



*IUHPE World  
Conference 2025  
Sione Tu'itahi and H.E.  
Dr. Rashed Al Suwaidi,  
Director General of  
ADPHC, Co-Chairs of  
the conference*

The Deputy Executive Director was elected to the IUHPE Board for 2025–2028 and later appointed the Vice President for Finance and Internal Control, while the Executive Director continues as Immediate Past President. Staff leveraged the conference to network with hundreds of global colleagues, reinforcing HPF's international relationships. Pacific engagement was strengthened through strategic meetings and by supporting a Pacific sub-plenary attended by 50 delegates. A full conference report is included in Appendix A.



*The HPF team celebrating Leanne's election to the IUHPE Board*



*IUHPE 2025 to 2028 Board*



*From left: Leanne Eruera, Louise Potvin and Sione Tu'itahi at IUHPE25 Abu Dhabi*



*From left: Sione Tu'itahi, Tupou Tu'itahi, Dr Viliami Puloka, Prof Louise Signal and Leanne Eruera – the South-West Pacific Region's delegation at IUHPE25 Abu Dhabi*

## 1.1 Board Spotlight 2025

# Meet our Team: HPF Board



**Grace Wong**  
Secretary/Treasurer



**Dr Karyn MacLennan**  
Chairperson



**Te Rukutia Tongaawhikau**  
Treasurer



**Karen Billings-Jensen**  
Member



**Chistine Roseveare**  
Member



**Fran Kewene**  
Member



**Jasmine Graham**  
Member



**Dr Viliami Puloka**  
Member



**Trevor Simpson**  
Kaumatua

This year marks a significant milestone with the completion of our constitution review, a key step in ensuring our governance remains strong and future focused. The updated constitution is now ready for approval at the upcoming AGM, paving the way for re-registration under the Incorporated Societies Act 2022. This important work strengthens our foundation as a modern, accountable, and member-driven organisation.

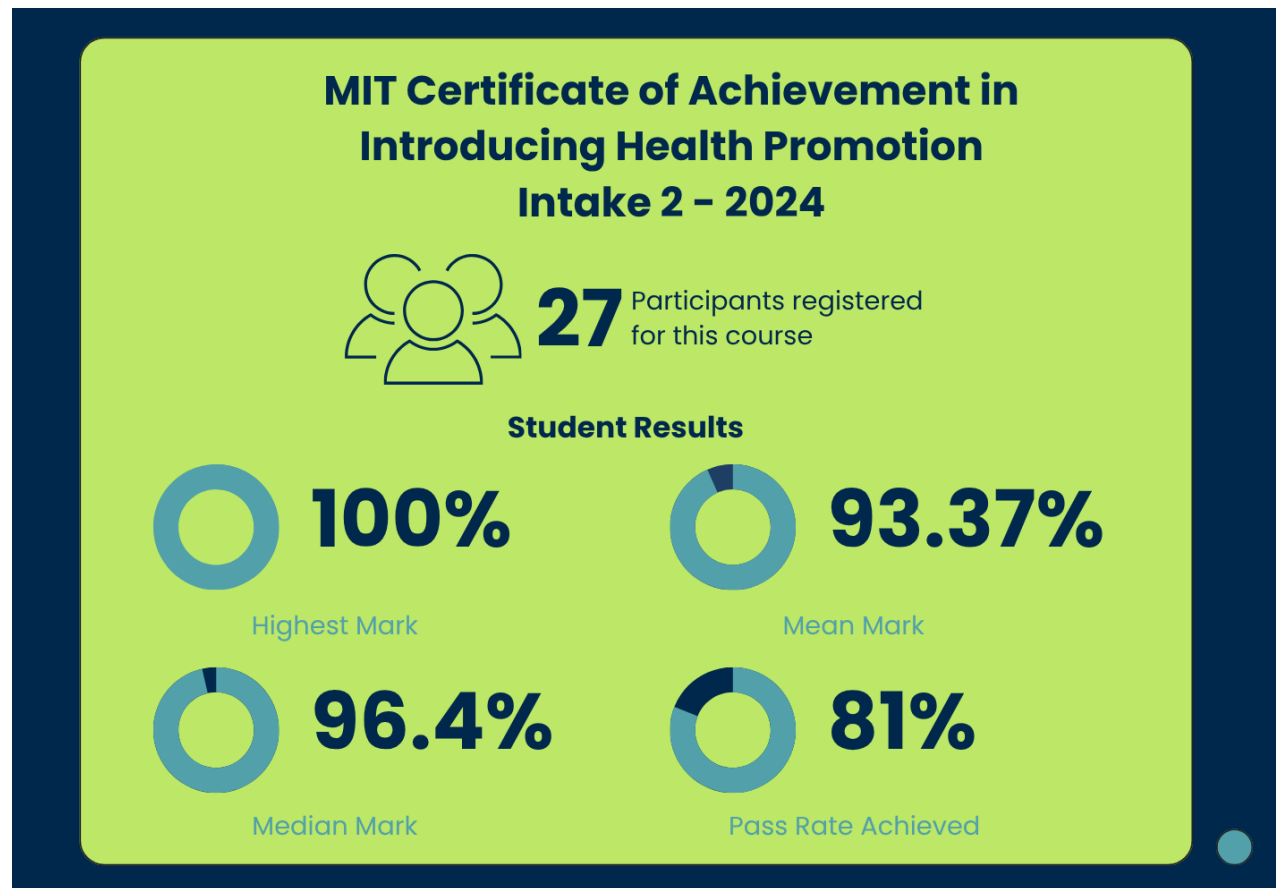
## 2. Build the workforce and strengthen the sector

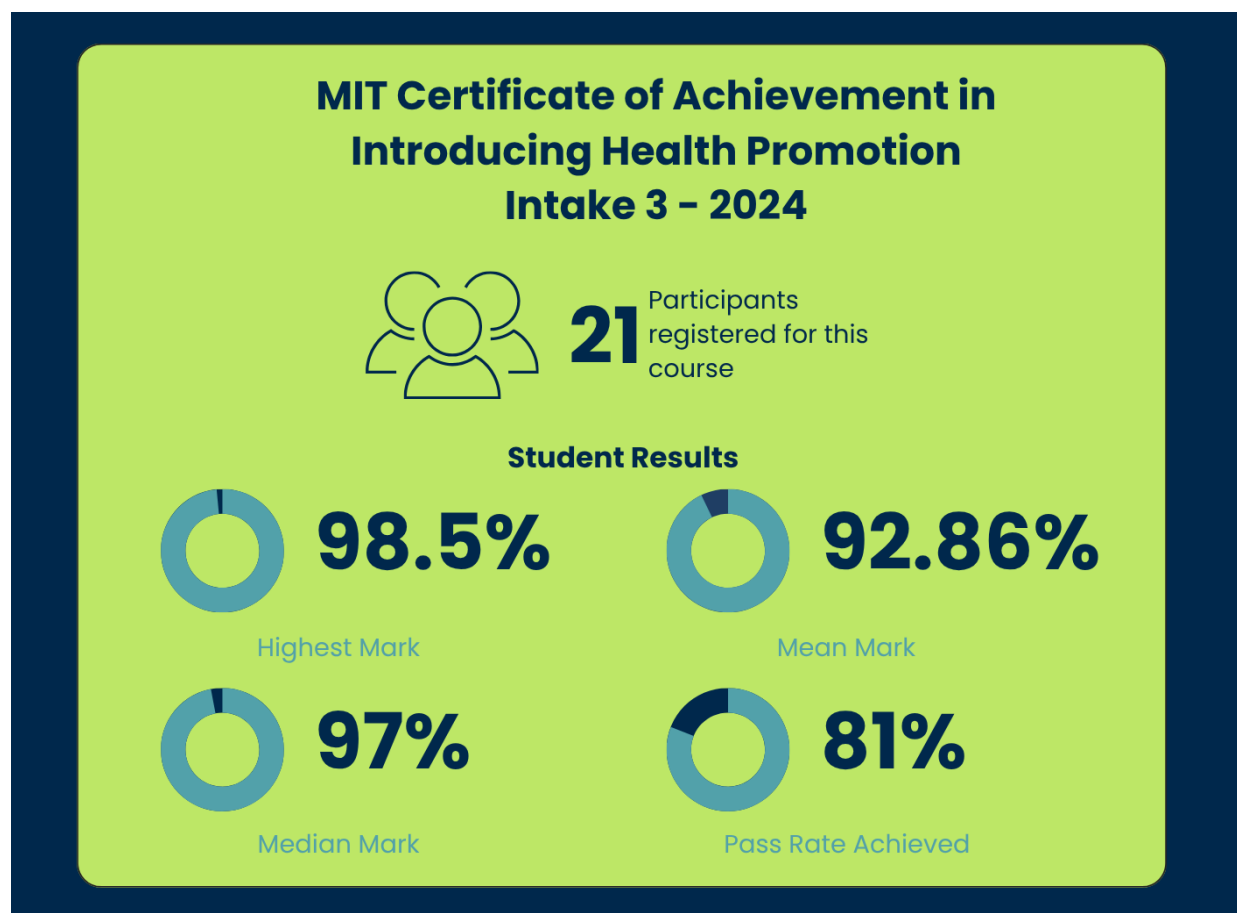
*Strengthening the health promotion workforce through training, education, accreditation, and sector capability-building, with a focus on equity, and planetary wellbeing. (Aligns with HPF Strategic Goals 2: Unity and 3: Sector Development)*

HPF continued to strengthen the health promotion workforce by delivering education and training that embedded core concepts such as equity, Te Tiriti o Waitangi-based practice, and evidence-informed approaches. Leadership workshops for health promotion practitioners supported existing workforce capacity, while lectures at Victoria University engaged and prepared the next generation, raising awareness of planetary health challenges and the vital role of health promotion in addressing them.

An online workshop shared the learnings from Abu Dhabi with local partners and networks.

HPF delivered two MIT Certificate courses engaging 47 participants and achieving a high completion rate of 81% Three new online courses expanded access through training, removing physical attendance barriers and enabling practitioners from all locations to participate.





The Te Tiriti o Waitangi and Health Promotion course has been redeveloped from a two-day face-to-face format into an online learning course, ensuring all learners gain a foundational understanding of culturally responsive health promotion practice at their own pace.

Despite sector-wide restructuring, HPF continued to advance the National Accreditation Organisation framework, maintaining committees and processes with the guidance of selected members to ensure continuity and progress toward formal accreditation for health promoters.

### 3. Educate and inform

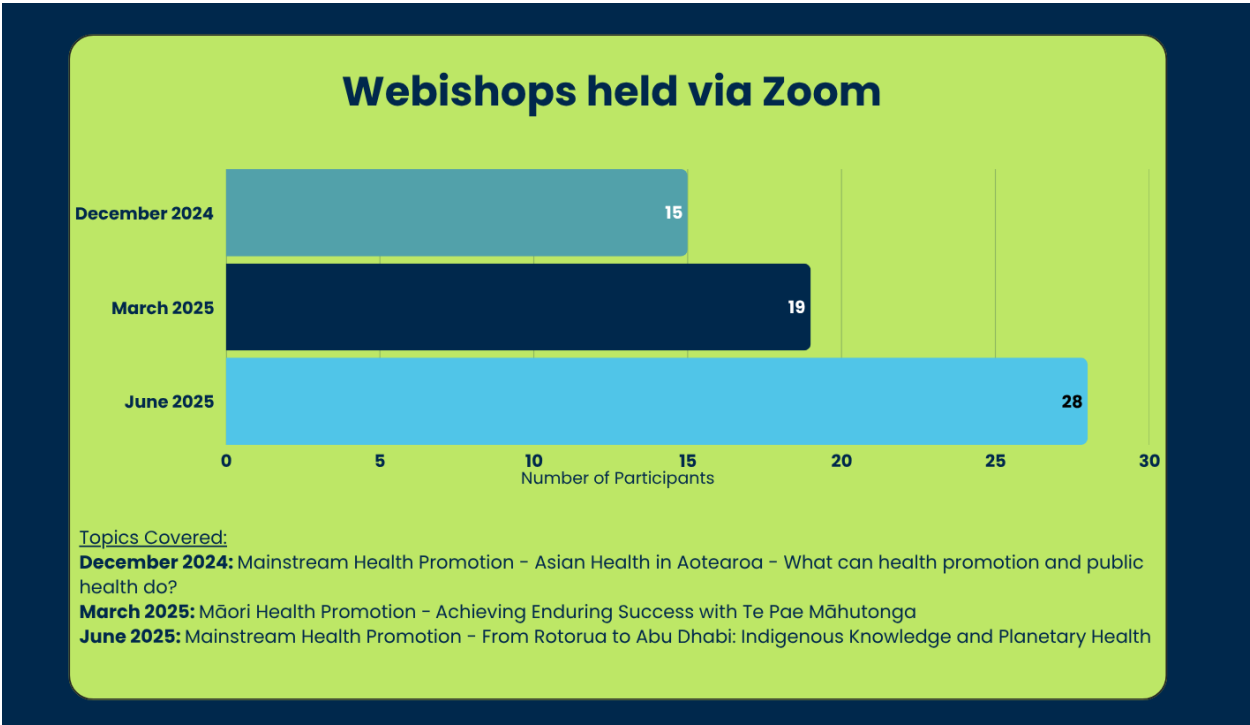
*Delivering critical health promotion knowledge, insights, and resources to enhance sector capability, support professional practice, and embed Indigenous knowledge and planetary health principles.*

*(Aligns with HPF Strategic Goals 1: Leadership and 3: Sector Development)*



HPF delivered health promotion knowledge and resources to enhance sector capability and support professional practice. Four existing courses were reviewed and republished on our new user-friendly online learning platform IQualify, while two new Level 2 courses were developed. The MIT course successfully transitioned from face-to-face to online delivery, with positive feedback and the option to return to in-person delivery.

Digital learning was further enhanced by adapting content specifically for online learners and leveraging the full range of features offered by the iQualify platform. Webinars continue to be successfully delivered via Zoom, with a commitment to continuous improvement. Social media engagement continued weekly, highlighting international and national conferences, national campaigns, news and reflective pieces on topical health promotion/public health events and initiatives, and much more. The website was updated regularly, improving access to courses, resources, and membership information, and Google Analytics monitoring was implemented to track engagement. Recordings from HPF’s webinars were uploaded to YouTube, which also expanded reach and engagement, while *Te Rongo*, our monthly notice continued to share professional development opportunities, events, and sector resources.



HPF’s thought leadership was exemplified through two major international contributions. By invitation, the Executive Director authored an introductory chapter of a global health promotion book focused on young people’s and children’s wellbeing. The book which was edited by the UNESCO Chair of Education and Health, was a collaboration between

UNESCO, WHO, and IUHPE. In addition, the Executive Director co-authored an academic paper on planetary health and human wellbeing, published in April 2025 by the peer-reviewed journal *Frontiers in Medicine*.

## 4. Sustain HPF

*Maintaining financial, operational, and organisational sustainability while fostering innovation, digital transformation, and climate-conscious practices across the organisation. (Aligns with HPF Strategic Goal 4: Sustainability)*

HPF maintained strong financial, operational, and organisational sustainability throughout 2024–25 despite sector reform. Membership decreased slightly to June 2025, and the organisation received a clear audit opinion. Staff completed 44 IT and digital capability courses with an average score of 93.9%, strengthening internal digital literacy and operational efficiency. The virtual office pilot has matured, with staff now well settled into a flexible and effective mode of operation. Cybersecurity measures, including two-factor authentication, were reinforced, and quarterly internal audits supported organisational oversight.

## Financial Reporting overview

HPF closed the year in a strong financial position; however, the effects of the health sector reset have begun to flow through in the current financial year. Revenue was diversified through contracts, membership fees, and training income. Expenditure was carefully managed to ensure sustainability and alignment with strategic goals.

## Health Promotion Forum of New Zealand Incorporated

### Statement of Financial Position

"What the entity owns?" and "What the entity owes?"

As at  
30 June 2025

	Note	Actual This Year \$	Actual Last Year \$
<b>Assets</b>			
<b>Current Assets</b>	3		
Bank accounts and cash		881,427	721,452
Debtors and prepayments		-18,967	133,920
Other current assets		3,735	1,080
<b>Total Current Assets</b>		<b>866,195</b>	<b>856,452</b>
<b>Non-Current Assets</b>	4		
Property, plant and equipment		14,236	17,662
<b>Total Non-Current Assets</b>		<b>14,236</b>	<b>17,662</b>
<b>Total Assets</b>		<b>880,431</b>	<b>874,114</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>	3		
Creditors and accrued expenses		80,106	119,268
Employee costs payable		19,008	24,294
Other current liabilities		3,475	9,931
<b>Total Current Liabilities</b>		<b>102,589</b>	<b>153,493</b>
<b>Total Liabilities</b>		<b>102,589</b>	<b>153,493</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>777,842</b>	<b>720,621</b>
<b>Accumulated Funds</b>	5		
Capital contributed by owners or members		-	-
Accumulated surpluses or (deficits)		547,842	490,621
Reserves		230,000	230,000
<b>Total Accumulated Funds</b>		<b>777,842</b>	<b>720,621</b>



# Non Financial Reporting Overview

Climate-conscious practices were embedded in daily operations, reducing CO<sub>2</sub> emissions and printing waste, and reflecting a commitment to sustainable, responsible organisational leadership.

## Looking ahead

HPF anticipates a year of sustained growth and impact in 2026.

### **Workforce Development**

The health promotion workforce will be further strengthened through online learning, and the development of leadership pathways. HPF will continue advancing the establishment of the National Accreditation Organisation (NAO), supporting consistent standards, quality assurance, and recognition across the profession in Aotearoa and Internationally.

### **Systems & Innovation**

Building on recent digital transformation, HPF will continue to innovate through continuous improvement in our online learning and engagement platforms.

In 2026, HPF will begin to advance sector understanding of Artificial Intelligence (AI), exploring its potential impacts, opportunities, and ethical implications for health promotion practice, supporting sector readiness in this area.

### **Partnerships & Advocacy**

Maintaining and strengthening partnerships to advance collective action for equity and wellbeing remains a core focus for HPF. We will continue active representation in global health promotion networks, including IUHPE, bringing Indigenous and planetary health perspectives to international dialogue. Supporting wider public health initiatives and contributing to national strategies will also remain central to our advocacy efforts.

In 2026, HPF will celebrate the 40th anniversary of the Ottawa Charter for Health Promotion. We will encourage local and national organisations to hold events or share insights to commemorate this milestone and highlight the continued relevance of the Charter's principles for equity, empowerment, and community-led action.

## A final word

2025 has been a year of consolidation, collaboration, and impact. HPF acknowledges the dedication of its staff, members, and partners, whose collective efforts have strengthened the sector and expanded the reach of health promotion across Aotearoa New Zealand and around the world.

Together, we remain committed to upholding equity, honouring Te Tiriti o Waitangi, and supporting wider public health initiatives that improve wellbeing for all communities. Looking to 2026 and beyond, HPF is ready to lead, including advancing the sector's understanding of AI and marking key milestones like the Ottawa Charter's 40th anniversary to ensure a resilient, responsive and connected future for health promotion.

*Approved by the Board for presentation at the 2025 AGM.*



## **INDEPENDENT AUDITOR'S REPORT**

To MEMBERS of HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED

### **Report on the Financial Statements**

#### **Opinions**

We have audited the financial statements contained in the performance report HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED on pages 3 to 13 which comprises the statement of financial position as at 30 June 2025, statement of financial performance and statement of cash flows for the year ended 30 June 2025, and the statement of accounting policies and other explanatory information.

In our opinion, the financial statements on pages 3 to 13 present fairly the financial position of Health Promotion Forum of New Zealand Incorporated as at 30 June 2025, and its financial performance and cash flows for the year then ended on that date in accordance with the Reporting requirements for Tier 3 Not-for-profit Entities (Tier 3 (NFP) Standard) issued in New Zealand (NZ) by the NZ Accounting Standards Board.

#### **Basis for Opinion**

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our 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)). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statement* section of our report. We are independent of HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED in accordance with *Professional and Ethical Standard 1 International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New 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, the HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED.

#### **Other Information**

The Governance Board is responsible for the other information being the entity information and statement of service performance. No assurances on the other information are engaged by us. Our audit opinion on the financial statements does not cover any assurance of the other information on pages 1-2.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If based, on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

#### **Responsibilities of the Governance Board for the Financial Statements**

The Governance Board are responsible for determining that the Tier 3 (NFP) Standard is acceptable in the HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED circumstances, for the preparation of the financial statements, and for such internal control as the Governance Board determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Governance Board are responsible for assessing the HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED 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 governance either intends to liquidate the HEALTH PROMOTION FORUM OF NEW ZEALAND INCORPORATED or to cease operations, or have no realistic alternative but to do so.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are 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 with ISAs (NZ) 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 economic decisions of users taken on the basis of these financial statements.

A further description of the auditor's responsibilities for the audit of the financial statements is located at the XRB's website at

<https://www.xrb.govt.nz/standards/assurance-standards/auditors-responsibilities/audit-report-8/>

We communicate with the Governance Board 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.

### **Restriction on Distribution and Use**

This report is made solely to the members, as a body. Our audit work has been undertaken so that we might state to the members those matters which 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 Trust and the members, as a body, for our audit work, for this report or for the opinions we have formed

*Audit Integrity*

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### **Audit Integrity Ltd**

*Chartered Accountants*

East Tamaki, Auckland

10 November 25





**Health Promotion Forum of New Zealand**  
**Runanga Whakapiki Ake i te Hauora o Aotearoa**



<https://hpfnz.org.nz>



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