

A woman with long brown hair, wearing a black dress, is holding a young child in her arms. They are standing in a field of tall, golden-brown grass. In the background, there is a beach with waves crashing onto the shore, and a large, dark rock formation in the distance under a cloudy sky. The woman is looking at the child, and they appear to be smiling.

Fertility New Zealand **Strategic Plan**



A special thank you goes to members of our community who have given permission for their precious family photos to be shared.

Fertility New Zealand

Our Vision Everyone gets the support they need during their fertility experience.

Our Mission We walk alongside all people facing fertility challenges.

Fertility New Zealand is a New Zealand-based charity that exists to support all people who experience challenges with their fertility journey. The organisation has a proud 30-year history providing support, information and advocacy to people throughout the country. We are a member based organisation with close to 4,000 members throughout New Zealand.





What we do

Fertility New Zealand believes having the choice to create a family is a fundamental part of our humanity. We are there for people who are starting, building or completing their family. Whether there is one person or many, one child or many, the challenges faced are personal, emotional and unique.

Support and information

For people encountering difficulties in having or completing a much-wanted family, it is challenging and heartbreaking. Fertility New Zealand's support groups provide opportunities to network and share experiences, which can help remove the isolation felt by many people affected by fertility issues and infertility. We also provide direct support to our community through our support co-ordinator. Our locally produced information resources provide a reliable basis for our community to advocate for themselves and the knowledge to make the best decisions for them and their families.

Advocacy

Our purpose is also to raise awareness about infertility and advocate for social and legislative change in Aotearoa New Zealand. We provide a national voice for people affected by fertility issues and infertility, and represent the people affected by infertility on medical, ethical and policy issues.

Fertility New Zealand is a small, but mighty, charity with an engaged board and a committed Chief Executive and team. We are a member-based organisation with nearly 4,000 members throughout Aotearoa New Zealand. We are supported by close to 60 volunteers who work with us to provide our services throughout the country.

Our volunteers also include a group of specialist board advisors who provide expert advice and support to the Fertility New Zealand. Our board advisors include representatives from the three fertility clinics in Aotearoa New Zealand, Fertility Associates, Fertility PLUS and Repromed. We also work in partnership with the Fertility Society of Australia and New Zealand.

Principles

How we work with our community and our partners is just as important as the work we do. Fertility New Zealand's principles are fundamental to guiding our strategy, our decision making and our day-to-day work.

Our principles are:

Trusted We are a trusted partner of our community, including our members and all those facing fertility challenges. We are a trusted and transparent partner of fertility clinics, government and the wider fertility community.

Research-led We are research-led and, wherever possible, use evidence in our decision-making and advice.

Inclusive We honour and celebrate the diversity of Aotearoa New Zealand. We recognise the role of Te Tiriti o Waitangi as a foundational document for Aotearoa New Zealand.

Respectful We treat everyone with respect and work with integrity in our operations and decision making.

Empowering We work with people so they are empowered to make their own fertility choices.



“I have learned so much in my two years of volunteering and I love being able to create safe spaces for others to share their stories, to feel heard and understood, and to seek advice and guidance from others with the same lived experience of infertility.”

Our Plan

This plan sets out our steps for the period 2022–2025, during which we will build the next phase of the organisation’s development and our ability to serve our community.

The plan is focused initially on growth so Fertility New Zealand can expand the support it provides, build community, and enhance, in time, its ability to advocate. There is a mix of short-term activities and longer-term planning to achieve this growth recognising that we may have to slow down some activities in order to grow and advance others.

Our strategy is underpinned by four interconnected goals:

Support Enable our community to access support through their fertility challenge.

Information Provide education resources and events that are current, useful and relevant.

Advocacy Advocate for fewer barriers and increased awareness and services for those facing fertility challenges.

Sustainability Be a strong, effective and financially sustainable organisation.



Strategic Goal: Support

To enable our community to access support through their fertility challenges.

Support is at the very heart of what Fertility New Zealand does. The key focus is to review and adapt the current support offerings to ensure they are appropriate and meet the needs of our community. This is a significant piece of work and will take considerable organisational resource and effort to complete.

While our review of support is undertaken we will continue to:

- Maintain a network of support services throughout Aotearoa New Zealand, including support groups, workshops and online support.
- Manage, recruit and train a diverse and passionate group of volunteer facilitators and develop professional facilitator training.
- Continue to provide an 0800 line, social media information and email address for support enquiries.



Strategic Goal: Information

To provide education resources and events that are current, useful and relevant.

A key focus for this goal is to ensure we have up to date and accurate information available to our community. A key project for this period is to ensure information is easy to access by refreshing our website.

We will continue to:

- Provide informative and relevant webinars.
- Communicate regularly with our members.
- Provide curated external resources for our community.
- Review our current offerings for accuracy and relevance.

“Receiving this diagnosis changed the course of our direction. It wasn’t until somebody else said, ‘You might struggle to have children’, that we immediately recognised we wanted children and why not pursue them now while we can.”



Strategic Goal: Advocacy

To advocate for fewer barriers and increased awareness and services for those facing fertility challenges.

A key focus for this goal is to continue to build a committed and talented advocacy committee which works with Fertility New Zealand's board on our programme of advocacy.

We will:

- Develop a new three-year strategy informed by member priorities.
- Collect and analyse appropriate data to inform planning and initiatives.
- Release the findings of our research into the infertility experience of Māori and Pasifika undertaken by Waipapa Taumata Rau, University of Auckland.
- Continue to build relationships, make submissions and engage with government to represent our members views and priorities.
- Develop the foundations for longer-term advocacy work.



Strategic Goal: Organisation

To be a strong, effective and financially sustainable organisation.

A key focus for this goal is to ensure the skills, knowledge and internal infrastructure of Fertility New Zealand is at the level needed to enable us to focus on our mission and goals.

We will:

- Increase and diversify Fertility New Zealand's income streams.
- Continue to build a connected, skilled and engaged governance board, management and team.
- Increase the profile of Fertility New Zealand and our work.
- Ensure systems, technology and infrastructure are fit for purpose.
- Maintain and grow strong partnerships to leverage and inform our work and our impact.
- Increase staff capacity.

"I find the support of others in my situation so reassuring – the value in both receiving support but also giving support to others cannot be underestimated. I can cry and be angry and confused, celebrate small things and ask the silly questions but also offer advice and sometimes even insight because of what I have already been through."



Who we are

Our Board Members

Madeleine Setchell (Chairperson)
Kim Wiseman (Deputy Chairperson)
Natasha Loulanting (Treasurer)
Suzanne Sherwin (Secretary)
Juanita Copeland
Stuti Misra
Hannah Owenson
Nick Roberts

Fertility New Zealand is supported by volunteer board advisors who bring a wealth of fertility expertise and experience to the organisation. These include advisors from our clinic partners Fertility Associates, Fertility PLUS and Repromed.

Our Board Advisors

Jo Barnett (Medical herbalist)
Sonja Goedeke (Senior lecturer in psychology,
clinical psychologist)
Andy Leggat (Health psychologist,
Fertility Associates representative)
Christine Martin (Charge nurse manager,
Fertility PLUS representative)
Melanie Olds (Embryologist)
Dr Greg Phillipson (Obstetrician, gynaecologist,
subspecialist in reproductive medicine and
surgery (CREI))
Allecia Swale (Embryologist,
Repromed representative)

Our Staff

Lydia Hemingway (CEO)
Kate Barby (Support Coordinator)

Many of our board and staff have a lived experience with infertility or in supporting a loved one with infertility. This brings a unique and special perspective to our governance and management.





Contact us:

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