

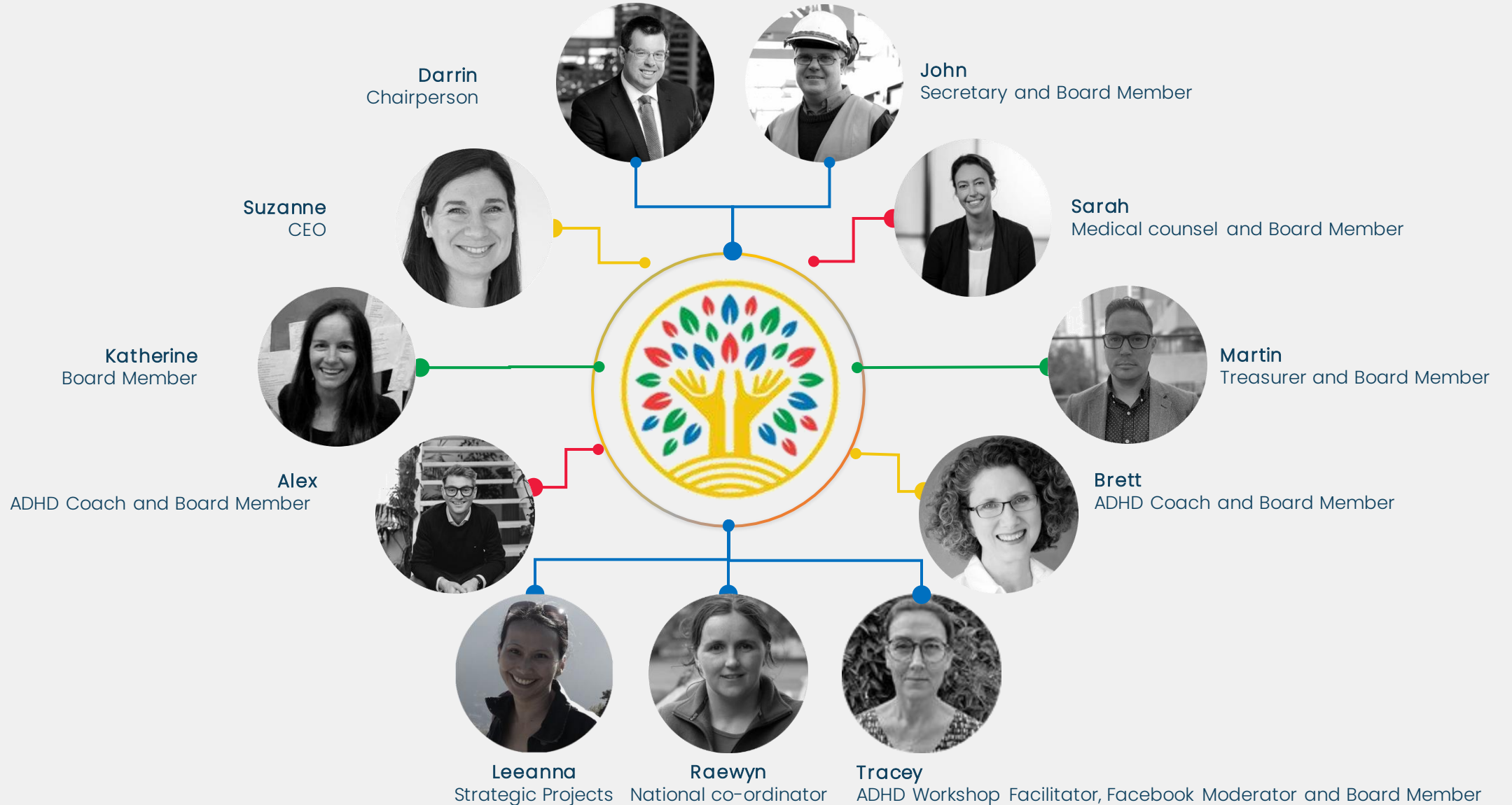


ADHD
New Zealand

Impact Statement
31 March 2023



Meet the team





Our new vision

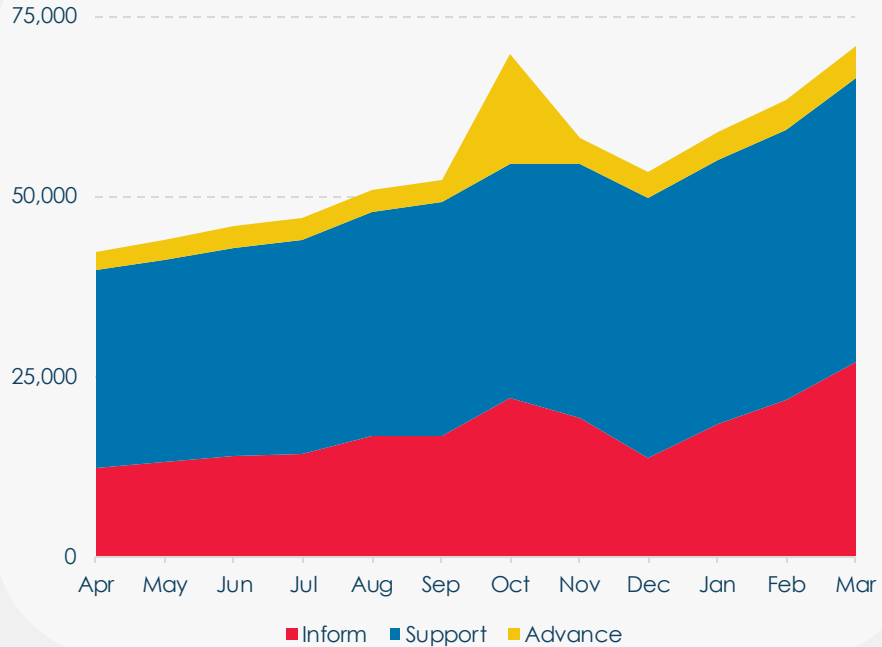
A thriving ADHD community
that enriches the world.



Our impact

in the 12 months to 31 March 2023

Our community grew 83% Y.o.Y.



3,015

+452%

Financial, non-financial, special members, volunteers and other contacts



320

+134%

Participants attended ADHD parenting courses



10,900

+152%

* incl. participants of adult survey, global conference, and Disrupters movie screening. Does not incl. TV/online/other media engagement.



KiwiSport

52

+30%

Average participants enrolled in weekly basketball programme



350

1st time

Medical professionals attended our series of AADPA hosted events about the new ADHD clinical practice guidelines



328

1st time

Attendees at our ADHD Wellbeing at Work trial.



7,634

-19%

Individuals accessed adhd.org looking for healthcare professionals



26,565

1st time

Individuals completed the self-screening assessment tool on adhd.org



3,853

+37%

ADHD adult and parent meetups and children's clubs (in Akld, Ham, Tau, Tnk, Wgtn, Chch)



36,285

+35%

ADHD NZ social group members, followers and subscribers

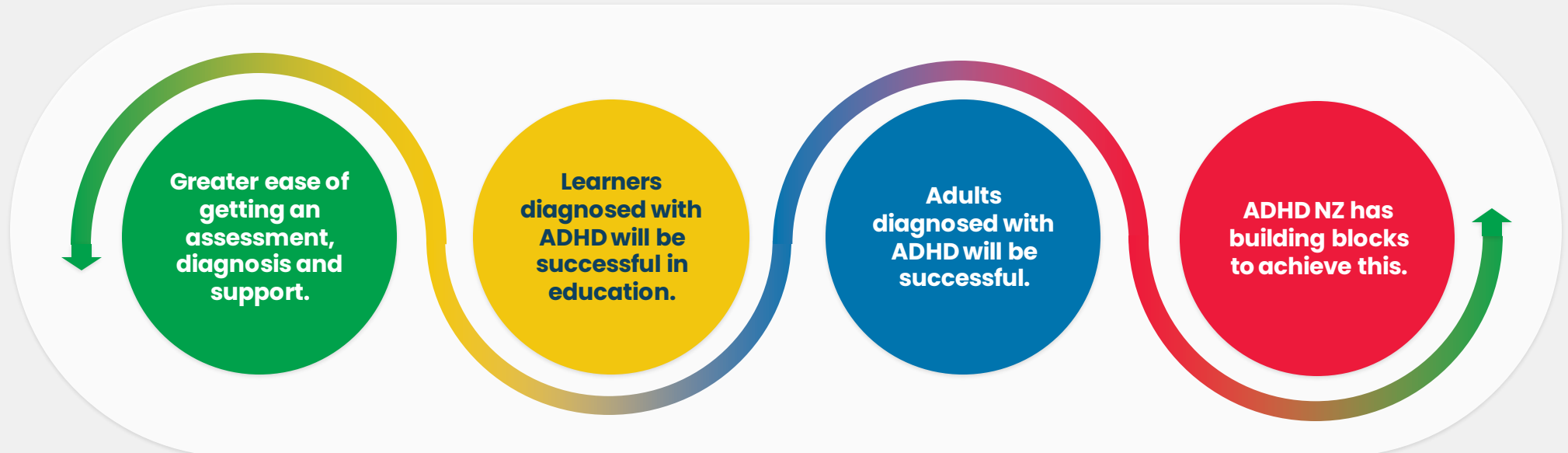


623

1st time

Estimated number of staff from tertiary education organisations completing all four eLearning modules

Our strategy



Why?

Our research showed:

- 24% of respondents agree their GP understood ADHD
- the average waiting time to get a diagnosis is c. 6-12 months, and
- 87% of respondents found barriers to getting support.

Our research showed:

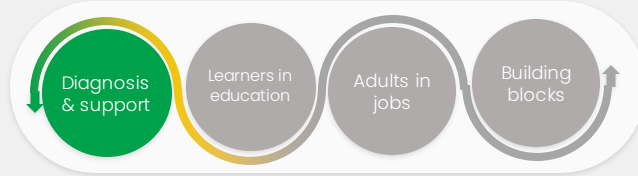
- students with ADHD average 8-10% lower in literacy and numeracy; 2.7 times more likely to drop out before graduating
- teachers feedback about the difficulty in teaching children with ADHD, and
- parents are challenged with supporting their children who have ADHD.

Our research showed:

- lack of awareness regarding ADHD in the community,
- only around half of employees with ADHD tell their employer, and
- adults with ADHD earn on average 33% less and have a 10% greater chance of unemployment.

ADHD NZ needs to:

- improve our understanding and knowledge of ADHD in NZ
- spark our community, and
- succeed financially and be adequately resourced.

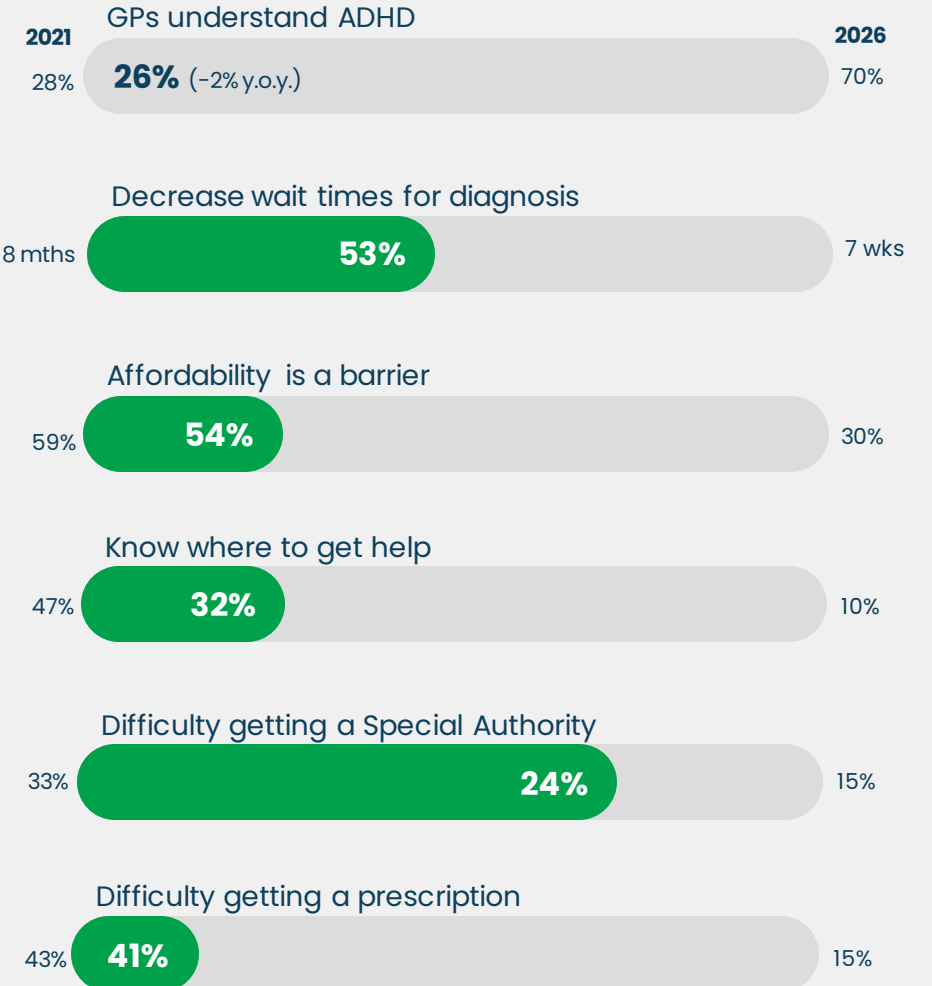


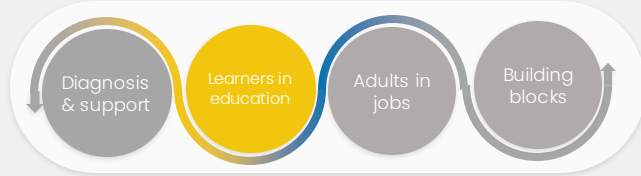
FY23 achievements:

- AADPA visit to NZ to rally support amongst govt. and medical communities for decreasing ADHD diagnosis wait times, improving access to medicine and support,
- lobbied govt. to allow electronic prescriptions (e-scripts) to include three months of ADHD medication
- lobbied Pharmac to align funding with three months of e-scripts
- engaging with Pharmac to change renewal process for Special Authorities

FY24 key target deliverables:

- 50% GPs understand ADHD
- avg. wait time for diagnosis is around 4 months
- 45% or less say that affordability is not a barrier to getting a diagnosis
- 50% or more know where they can get help
- 15% or less find getting a Special Authority difficult
- 25% or less find getting a prescription difficult



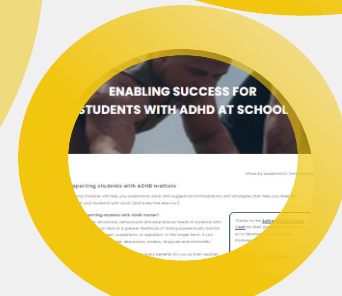
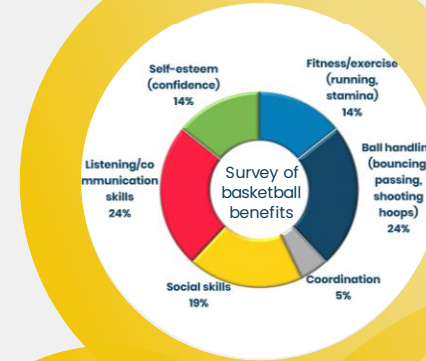


FY23 achievements:

- conducted survey of parents of children with ADHD
- completed development and launched online learning modules to staff in tertiary education organisations, and
- commenced development of online learning modules to primary and secondary school staff.

FY24 key deliverables:

- annual children's survey
- launch online learning modules for primary and secondary school staff; get funding for launch programme and on-going webinars
- establish workshop offering for staff at tertiary education organisations, and
- workshops established to enable parents to navigate the education sector to ensure they can access additional support for their child.





FY23 achievements:

- conducted survey of adults with ADHD in October 2022
 - survey showed awareness through 'other' channels such as Tik Tok increased from 16% to 33% y.o.y., and
- established ADHD Wellbeing at Work offering and completed first trial.

FY24 key deliverables:

- complete the next survey of adults with ADHD to ascertain progress
- provision of self-funding ADHD Wellbeing at Work product to employers around NZ, and
- regular workshops enabling employees to learn more about ADHD and ask questions specific to their situation.



01

Acceptance at work

Roman Matla from Google spoke about their culture of 'belonging' for neurodiverse employees at our Awareness Month.

02

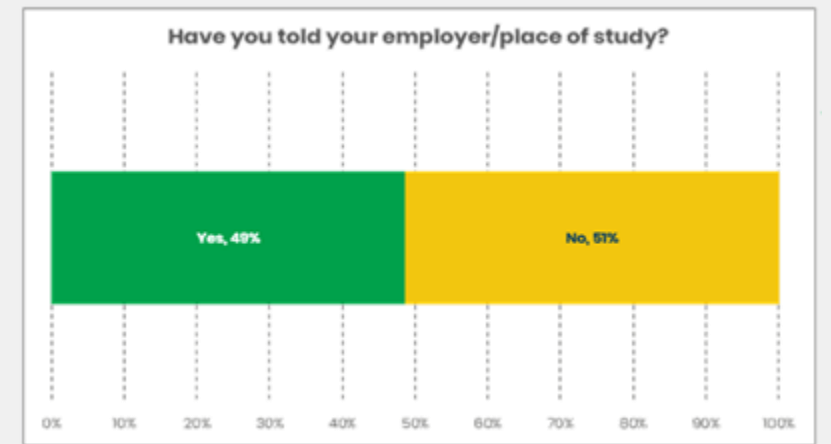
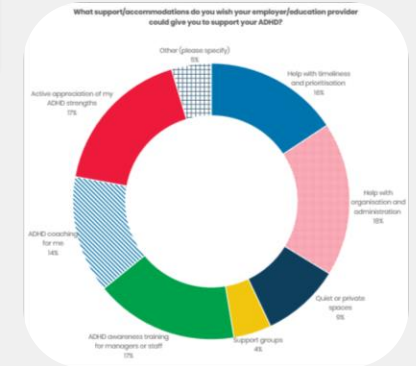
10% greater chance of unemployment

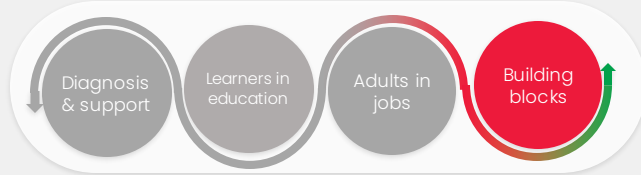
Adults who had not experienced any discrimination decreased 2% y.o.y.

03

Earn avg. 33% less

+300 corporate attendees at premiere ADHD Wellbeing at Work session.



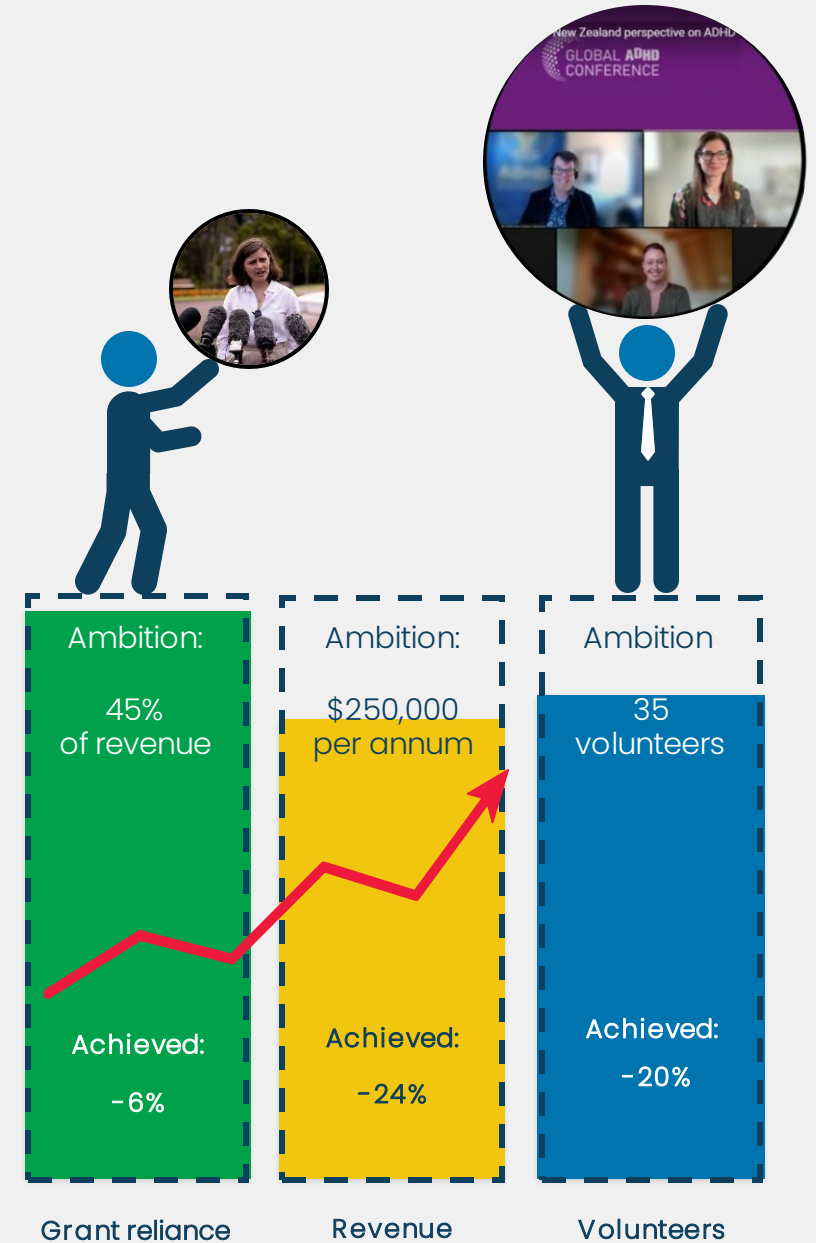


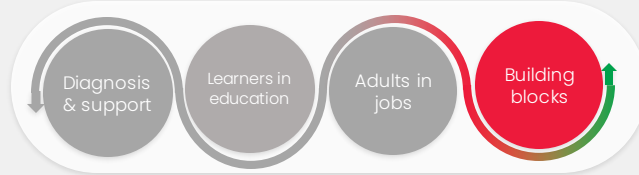
FY23 achievements:

- ✓ significant growth of revenue (24% year-on-year)
 - ✓ decreased our reliance on grants by 16%
 - ✓ celebrity Sonia Gray fundraises for ADHD NZ in Dancing with the Stars.
- ✓ two position descriptions developed
- ✓ team of two part-time staff and one part-time contractor, and
- ✓ 28 new volunteers expressed interest in supporting us.

FY24 key deliverables:

- create a sustainable financial model
- adhere to financial controls
- generate \$400k revenue
- Decrease our reliance on grant income to 40%
- create two more core paid roles to hit strategy targets, and
- solicit additional volunteers who can do stuff (total 40; Board not included)



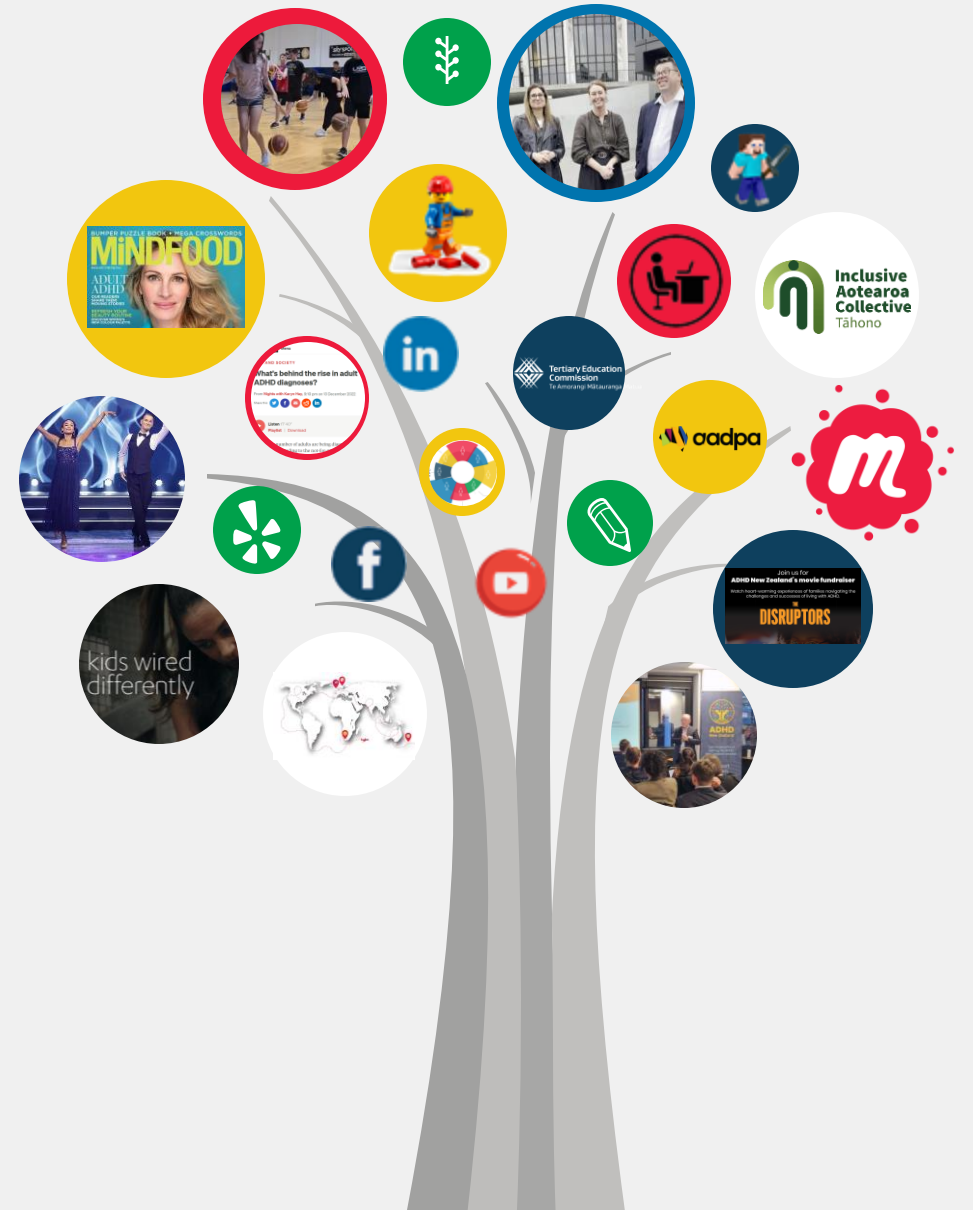


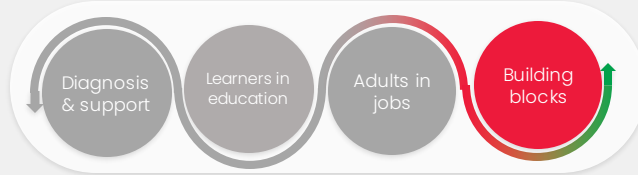
FY23 achievements:

- celebrity Sonia Gray uses media status to help raise awareness of ADHD
 - a whopping 1,046,206 New Zealanders tuned in to watch the premiere and first elimination shows of Dancing with the Stars (from 24 April 2022).
 - ✓ to kick-off Awareness Month, the Kids Wired Differently documentary on TVNZ1 aired Tuesday 4 October at 8.40 pm with est. viewership of 216,000.
- ✓ c.11 of our articles were published, and an additional c.95 articles about ADHD shared by NZ media (radio, print, online)
- ✓ web sessions more than doubled year-on-year (to +37k)
- ✓ liaising with Hamilton, Tauranga and Taranaki ADHD meetups (in addition to the Auckland (adult), Wellington (1x adult, 1x parent, 2x children) and 2x Christchurch meetups)
- est. relationships with ADHD UK and Australian ADHD Professionals Association; liaising with other ADHD communities in Australia, Hong Kong
- est. automated correspondence for member onboarding, renewals and event-related activity
- trademarked logo, and

FY24 key deliverables:

- further development of membership offering
- web sessions target 60,000 per month
- 17 meetup groups, and
- a front page story.





FY23 achievements

- understand and use info available from govt. agencies
- engaged with Statistics NZ on collecting data about those living with ADHD; 'ADHD' is called out in Stats NZ's 2023 Disability Survey
- collaborate with University of Auckland to identify research priorities, and
- established ADHD Research Institute of New Zealand.

FY24 key deliverables:

- get customised data from Disability Survey on ADHD from Stats NZ
- consolidate position as key stakeholder in govt./medically-funded research in NZ
- get funding and start Social and Economic Cost of ADHD in NZ research, and
- continue to advise government and associated agencies on collecting data that enables everyone to make informed decisions about improving the lives of those living with ADHD, and
- create an annual 'state of the ADHD nation' report.



Thanks

to our investors, sponsors, donors and avid supporters





ADHD
New Zealand

Impact Statement
FY 2022 / 23

