

Te Pūtahī  
Whakakakāu  
Tūmatanui  
o Aotearoa

Public Relations  
Institute of New Zealand



# Annual Review 2021

# Chair's Report

Kia ora tatou, nau mai haere mai e hoa ma

COVID 19 continued to be present in the past year and created challenging times for PRINZ as we navigated providing our members with the services they deserve in a changing environment.

COVID 19 required agility to adapt to the different alert levels and deliver different member services.

Thanks to the efforts of the PRINZ office, we provided a reduced professional development programme and events which included:

- Hosting our first face-to-face annual PRINZ Awards under its new format which provided the opportunity to showcase amazing work from the past year, and just as importantly, bring us together to celebrate as a profession
- Delivering a range of (mostly) online courses which saw almost 250 people undertake professional development
- Host regional events throughout the motu that varied from small intimate gatherings to full scale events
- Attracting a record number of APR candidates.

A combination of activities saw membership numbers slightly decline and there was a reduction in revenue as we were limited to predominantly online offerings. However, compared to many industry bodies, both nationally and internationally, we are financially viable and in a good position to build on our foundations.

My sincere thanks to our small but amazing team PRINZ office team - Our Chief Executive Elaine Koller, Lauren Clarke and Mallaika Ferns. Ngā mihi.

I would also like to extend my thanks to our Board members – Heather Claycombe, Claudia Macdonald, Lee Harris, Fred Russo and Lily Ng. It has been a pleasure to work with you all.

To you, our members. PRINZ exists because of you, and I sincerely appreciate both your support and participation in our industry body.

It has been a true honour to be the PRINZ Chair.

Ko te kai a te Rangatira he korero – the food of chiefs is dialogue

Ngā mihi mahana  
Fiona Cassidy APR, LPRINZ, FPRINZ

# Chief Executive Report 2021

Tēnā koutou

There's no doubt that 2021 was another challenging year for the Public Relations Institute.

Due to the Covid-19 pandemic, the Institute was unable to run many of its in-person training courses and events. Fortunately, we were able to pivot to an online environment for many of our courses.

In 2021, we hosted:

- 28 webinars with 1295 attendees
- 35 professional development courses - 21 were held online, and another 28 of the scheduled courses were cancelled. Attendance was reasonable with a total of 246 people. While online courses are more accessible to those based outside the main centres, and a popular option in the ever-changing pandemic environment, there are limits to attendee numbers and pricing is more challenging
- In 2022, new on-demand module courses will be introduced.

We are always mindful of reaching members outside of the main centres, and the recent success of our webinars and online courses while under lockdown indicates that there is an appetite for increased online engagement. We are also continuing to expand our course subjects and range of facilitators. As always, we welcome your suggestions.

In terms of highlights for 2021, several activities stand out.

There was record number of 23 APR candidates graduate, and the pipeline for 2022 is even larger.

Equally impressive was the record number of 136 PRINZ Awards entries – breaking the 100 mark for the first time. We were able to hold a gala dinner, previously always included as part of the annual PRINZ Conference, was able to be held as a standalone event. It was fantastic to celebrate everyone's successes in-person at the gala dinner and a standalone gala dinner was held again this year. Furthermore, we are delighted to have sponsors BusinessDesk, Robert Walters, and Communicators, supporting the PRINZ Awards.

## 2021 at a glance



**35 CPD courses**  
**246 participants**  
28 courses cancelled  
21 online courses



**New format**  
**RECORD 136 entries**  
**262 gala dinner attendees**



**RECORD 23 graduates**



**Rachel Solotti**  
**Karalyn van Deursen**



**10 webinars**  
**319 attendees**



**16 divisional events**  
**319 attendees**



**Claudia Macdonald**

As always, we are grateful to the support of our members who value being part of a professional community and have made a commitment to ethical practice – a point of difference for us as professionals!

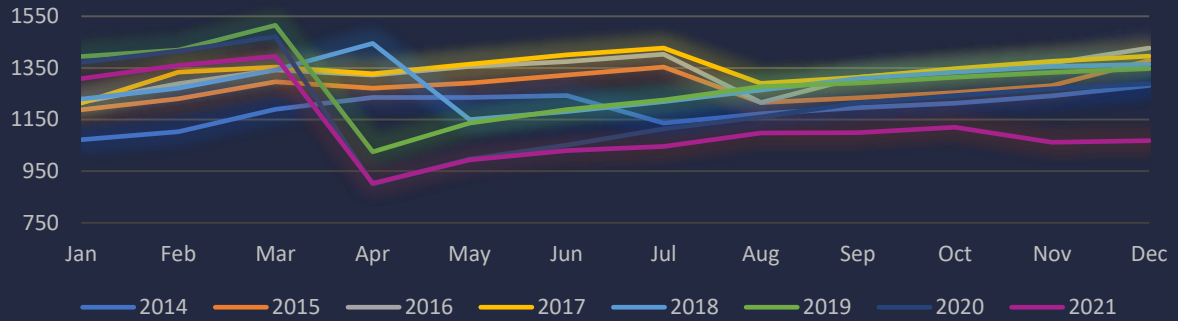
As the largest industry body for people working in public relations and communications management, it is our purpose to enhance the capability and professionalism of practitioners as well as champion and promote understanding of the public relations industry.

At the end of the 2021 calendar year, PRINZ had 1068 members with numbers peaking at just under 1400 in March 2021. Year on year, membership remains steady with a good spread of members throughout the country. While there is a growing move for organisations to no longer pay for membership subscriptions, there is a corresponding increase in participation from non-members attending events and courses.

# MEMBERSHIP

1068 members as at Dec-21

(1289 members as at Dec-20)



# 2021 Financial Statements

## Income for 2021

**Overall Income for 2021 is \$436K – up \$27K from 2020 (409K)**

A few notable points.

- As anticipated member subscriptions were down \$47K - \$280K compared to \$327K in 2020
- For second year running, conference income was non-existent due to Covid-19
- CPD income was up \$7K from previous years – people more comfortable doing courses in online environment – challenge with participant numbers and can't charge the same fees
- There was solid income from PRINZ Awards \$41K (\$17K in 2021) due to record number of entries and successful gala dinner held at the Aotea Centre
- Income from interest was down due to the lower rates of interest
- Sponsorship income remains the same – difference is a timing issue on payment of invoices
- Income from APR was significantly higher due to record number of candidates
- The partnership with AON Insurance no longer exists and therefore no commission is earned.

*Note: Subscription revenue is recognised on a cash basis (as certainty of renewal of subscriptions is not known until payment is received). Other revenue is recognised on an accrual basis.*

## Expenses

**Expenses decreased by 43K to \$462K (\$505K in 2020).**

**The Net Deficit is \$26K vs (\$95K deficit in 2020).**

- Accounting fees higher due to backend technical issue involving integration and processing of orders between WooCommerce to Xero
- Bad debts written off
- There was investment in design and branding associated with the rebrand of the Institute
- Expenditure on salaries was less due to a reduction in staff members, however there was increased expenditure on recruitment fees.

This shows Current Assets – cash or things that can be turned into cash in the next accounting year.

## 1. CURRENT ASSETS

- **Bank account** includes cash reserves of \$250K in line with the decision of the National Council
- **Prepayments** – Indemnity Insurance, GA Membership, Lease deposit, Holiday pay – mainly accounting year.
- **Accounts Receivable** – predominately all good debtors and majority of this sum due to CPD and event tickets.

## 2. CURRENT LIABILITIES

– as anticipated, these were paid the first quarter of 2021.

### Looking forward

It is anticipated that 2022 will be another challenging year, and consequently have been conservative with our budgets and expectations of event and course attendance. Noting that the first course did not run until 30th March.

I'd like to thank our valued partner in 2021 – Isentia for its ongoing support and active interest in providing value to our members.

I would like to acknowledge the ongoing support and guidance of the PRINZ Board Members chaired by Fiona Cassidy.

I want to extend my appreciation to the hardworking and dedicated PRINZ office team – Lauren Clarke and Mallaika Ferns. We have been a very small team this year – and I want to thank you for your patience. At times we have simply not been able to respond to everyone. We have a new admin person starting shortly.

Lastly, thank you to you our members and volunteers for your continued support. Your engagement benefits our organisation and the wider public relations community.

Ngā mihi maioha

Elaine Koller APR, FPRINZ

**PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

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# PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

## DIRECTORY

AS AT 31 DECEMBER 2021

**IRD Number:** 013-167-664

**Nature of Business:** Membership Services for Public Relations & Communication  
Management Industry

**Location of Business:** 9 Melrose Street  
Newmarket  
Auckland 1023



**Registered Office:** 9 Melrose Street  
Newmarket  
Auckland 1023

**Bankers:** ANZ Bank  
Newton  
Auckland

**Accountants:** Wojcik & Wilgermein  
PO Box 7424  
Wellesley Street  
Auckland 1141

**PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND**

**STATEMENT OF FINANCIAL POSITION  
AS AT 31 DECEMBER 2021**

	<i>Note</i>	<b>2021</b>	<b>2020</b>
<b>ACCUMULATED FUNDS</b>			
Accumulated Surplus		497,979	531,558
Restricted Equity		<u>(3,740)</u>	<u>(3,740)</u>
		<u>\$494,239</u>	<u>\$527,818</u>
<b>CURRENT LIABILITIES</b>			
Accounts Payable		20,708	43,451
ANZ Visa Card		351	-
Customer Deposits Held		1,612	1,612
Income Received in Advance		-	20,000
		<u>22,671</u>	<u>65,063</u>
<b>TOTAL FUNDS EMPLOYED</b>		<u>\$516,910</u>	<u>\$592,881</u>
<b>CURRENT ASSETS</b>			
Bank Account	<b>6</b>	477,317	501,590
Prepayments	<b>8</b>	13,012	10,606
Accounts Receivable		5,273	31,517
Doubtful Debts		-	8,227
GST Refund Due		5,995	10,215
		<u>501,596</u>	<u>562,154</u>
<b>NON CURRENT ASSETS</b>			
<b>Property, Plant and Equipment</b>			
As per Schedule (at Book Value)	<b>2</b>	15,314	30,728
<b>TOTAL ASSETS</b>		<u>\$516,910</u>	<u>\$592,881</u>
		<u>04/07/2022</u>	
President		Date	
		<u>04/07/2022</u>	
Chief Executive Officer		Date	

The accompanying notes form part of these financial statements.  
The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

# PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

## STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 31 DECEMBER 2021

	<i>Note</i>	<b>2021</b>	<b>2020</b>
<b>INCOME</b>			
Events: National Office, Division & Regional		2,064	201
Membership Subscriptions	1	280,654	327,813
Conference Income		-	(10,300)
PRINZ Awards		41,671	16,999
Interest Received		6,313	9,242
Advertising Revenue		3,050	2,900
Sponsorship Income		10,000	26,270
Accreditation (APR)		24,200	5,567
AON Commission		187	667
Continuing Professional Development		37,714	30,521
Sundry Income		30,557	-
		436,411	409,880
<b>EXPENSES</b>			
Accident Compensation		527	516
Accountancy Fees		13,443	6,132
Accounts Administration		1,370	3,161
Bad Debts Written Off		8,227	-
Bank Charges		7,651	5,711
CEO Travel		998	-
CRM/Website Exps		20,607	18,160
Depreciation		12,768	8,363
Design & Brand Management		11,153	3,184
Donations		504	-
Electricity		566	486
Employer Contributions - KS & ESCT		4,962	4,081
Entertainment - Deductible		1,399	587
Global Alliance		1,886	1,710
GST adjustment		6,075	-
Insurance		3,805	3,652
IT Costs & Maintenance		1,227	4,414
Leasing Charges		9,251	10,797
Legal Fees - Deductible		614	2,338
Loss on Sale of Fixed Assets		2,239	349
Management Fees		125,483	112,587
Membership Expenses		137	1,421
OPEX		5,474	5,096
Postage & Courier		84	678
Print Media Copyright Agency		1,028	1,028
Printing/Stationery & Office Supplies		2,945	1,491
PRINZ Board Exps		1,379	2,377
Recruitment Fees		10,823	-
Rent		26,289	25,783
Staff Amenities		3,870	1,899
Subscriptions & Licences		4,848	-
Telephone & Communications		2,728	3,103
Wages & Salaries		175,524	182,371
WPRF 2020		109	94,047
		469,990	505,521
<b>TOTAL EXPENSES</b>			

*The accompanying notes form part of these financial statements.*

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**PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND**

**STATEMENT OF FINANCIAL PERFORMANCE  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	<i>Note</i>	<b>2021</b>	<b>2020</b>
<i>NET SURPLUS (DEFICIT)</i>		<u>\$(33,579)</u>	<u>\$(95,641)</u>

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**PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND**

**STATEMENT OF MOVEMENTS IN ACCUMULATED FUNDS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	<i>Note</i>	<b>2021</b>	<b>2020</b>
Net Surplus (Deficit) for the Period		(33,579)	(95,641)
<b><i>Total Recognised Revenue and Expenses</i></b>		(33,579)	(95,641)
<b><i>ACCUMULATED FUNDS AT START OF PERIOD</i></b>		527,818	624,459
		494,239	528,818
<b><i>Movements in Reserves</i></b>			
Restricted Equity		-	(1,000)
<b><i>ACCUMULATED FUNDS AT END OF PERIOD</i></b>		\$494,239	\$527,818

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# PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

### 1 **STATEMENT OF ACCOUNTING POLICIES**

These are the financial statements of PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND. PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND is an Incorporated Society established under the Incorporated Societies Act 1908 and includes three divisions being Northern, Central and Southern.

The financial statements have been prepared in accordance with Section 23 of the Incorporated Societies Act 1908.

#### **MEASUREMENT SYSTEM**

The measurement system adopted is that of historical cost.

#### **PARTICULAR ACCOUNTING POLICIES**

The following is a summary of the significant accounting policies adopted by the Public Relations Institute of New Zealand in the preparation of these financial statements.

#### **Property, Plant, Equipment and Depreciation**

Property, plant and equipment are included at cost less aggregate depreciation provided at the maximum rates allowed by the Inland Revenue Department. Property, plant and equipment that are leased under a specified lease for the purposes of the Income Tax Legislation are capitalised and depreciated. The depreciation rates used are shown in the Schedule of Property, Plant and Equipment.

#### **Income Tax**

Current IRD policy is that income tax is only payable on the net income arising outside of the circle of membership.

#### **Accounts Receivable**

Accounts receivable are stated at their estimated realisable value.

#### **Goods and Services Tax**

Financial information in these accounts is recorded exclusive of GST with the exception of receivables and payables, which include GST. GST payable or receivable at balance date is included in the appropriate category in the Balance Sheet.

#### **Subscription Revenue**

Subscription revenue is recognised on a cash basis as for the majority of members the certainty of renewal of their subscriptions is not known until payment is received on renewal.

#### **Other Revenue**

Courses and conferences revenue is recognised on an accrual basis.

#### **Changes in Accounting Policies**

There have been no specific changes in accounting policies and they have been applied on a consistent basis with those of the previous period.

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**PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**2 PROPERTY, PLANT AND EQUIPMENT SUMMARY**

<b>2021</b>	<b>Cost</b>	<b>Accum Depn</b>	<b>Book Value</b>
Plant & Equipment - at Cost	<u>37,271</u>	<u>21,957</u>	<u>15,314</u>
<b>2020</b>			
Plant & Equipment - at Cost	<u>67,672</u>	<u>36,944</u>	<u>30,728</u>

**3 CONTINGENT LIABILITIES**

There are no contingent liabilities at year ended 31 December 2021. (31 December 2020: \$Nil).

**4 CAPITAL COMMITMENTS**

There are no capital commitments at year ended 31 December 2021. (31 December 2020: \$Nil).

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**PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

<b>5 INCOME SUMMARIES</b>	<i>This Year</i>	<i>Last Year</i>
	-	-
<b>Subscriptions</b>	280,655	327,813
	-	-
<b>Interest</b>	6,313	9,242
	-	-
<b>Division &amp; National Office Events</b>	-	-
Income	7,358	11,500
Expenditure	<u>(5,294)</u>	<u>(11,298)</u>
Net Surplus/(Deficit)	2,064	202
	-	-
<b>Public Relations Awards</b>	-	-
Income	94,891	24,585
Expenditure	<u>(53,220)</u>	<u>(7,586)</u>
Net Surplus/(Deficit)	41,671	16,999
	-	-
<b>Education and Accreditation</b>	-	-
Income	41,285	18,868
Expenditure	<u>(17,085)</u>	<u>(13,301)</u>
Net Surplus	24,200	5,567
	-	-
<b>Conference</b>	-	-
Income	-	-
Expenditure	-	<u>(10,300)</u>
Net Surplus	-	<u>(10,300)</u>
	-	-
<b>Continuing Professional Development</b>	-	-
Income	123,521	140,165
Expenditure	<u>(85,807)</u>	<u>(109,644)</u>
Net Surplus	37,714	30,521
	-	-
<b>AON Commission</b>	187	667
	-	-
<b>Sundry Income</b>	43,607	29,170
	-	-
<b>SUMMARISED</b>	-	-
Total Operating Income as above	597,817	562,010
Less Expenditure as above	<u>(161,406)</u>	<u>(152,130)</u>
Less Expenses	<u>(469,990)</u>	<u>(505,521)</u>
	-	-
<b>NET SURPLUS/(DEFICIT)</b>	<u>(33,579)</u>	<u>(95,641)</u>

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*The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.*



# PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

<b>6 CASH BALANCES</b>	<i>This Year</i>	<i>Last Year</i>
Petty Cash	202	204
Cheque Accounts	182,603	58,700
Term Deposits	288,315	434,023
Savings Account	6,197	8,663
As at 31 December 2021, \$5,859.73 held in the Public Relations Institute of New Zealand's bank account was related to funds bequeathed to the Institute under the terms that they be used to assist in funding programmes, scholarships or activities which support the education of new Public Relations practitioners and/or the continuing education of existing practitioners as requested by the estate of Sally Logan - Milne Trust. These are allocated to the annual Sally Logan-Milne Young Practitioner of the Year. As at 31 December 2021, \$7,660.36 held in the Public Relations Institute of New Zealand's bank account relates to monies held by way of Rental Guarantee.	-	-
	<u>\$477,317</u>	<u>\$501,590</u>

### **7 GOING CONCERN**

It is the members of Executive Committee's view that the financial statements should be presented on a going-concern basis as the Institute has adequate financial resources to enable it to meet its obligations in the ensuing 12 months from the date of these financial statements. The outbreak of the Covid-19 pandemic and the measures adopted by the Government to mitigate it's spread has negatively impacted on the Institute's financial performance and it's liquidity position. The World Public Relations Forum (WPRF 2020) forum was cancelled which resulted in a direct loss of \$(94,047.00) in the 2020 year. The Institute is reliant on maintaining and improving income from members' subscriptions as well as managing its operating costs. If the Institute were unable to continue operational existence, assets may need to be realised at amounts which could differ from the amounts at which they appear in the Statement of Financial Position and, in addition, the Institute may have to provide for further liabilities that might arise.

### **8 PREPAYMENTS**

PRINZ has prepaid insurance of \$1,976, Global Alliance Membership of \$1,634, Lease deposit of \$5,973, Rent of \$1,113 and Holiday pay of \$2,316.

### **9 LEASE COMMITMENTS**

The office rent is \$25,915 per annum. Next renewal due October 2022.

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*The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.*

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

Taxation Depreciation Schedule  
For the Year Ended 31 December 2021

	Private Use %	Date	Orig Cost	Open W.D.V	Add'ns (Sales)	Profit(Loss) on Sale	Dep Method	YTD Dep	Accum Depn	Close W.D.V
<b>Office Equipment</b>										
Website Upgrades		01/01/2021	2400	34		(34)	50.00 D			
Website: Member Directory		01/01/2021	1440	30		(30)	50.00 D			
White Desks 4*1800*788(4)		24/11/2015	1799	752			16.00 D	120	1167	632
Side desks on office desks(4)		24/11/2015	2100	879			16.00 D	141	1362	738
Website Upgrade - Events Calendar		01/01/2021	1510	78		(78)	50.00 D			
Website Upgrade - Events Calendar		01/01/2021	1200	65		(65)	50.00 D			
Website Upgrade - Membership Application		01/01/2021	1485	81		(81)	50.00 D			
Website Upgrade - Membership Application		01/01/2021	1000	57		(57)	50.00 D			
Website Upgrade - Awards		01/01/2021	1200	71		(71)	50.00 D			
Website Upgrade - Membership Application		01/01/2021	485	29		(29)	50.00 D			
Office Desk		18/01/2017	1044	520			16.00 D	83	607	437
Website Upgrade		01/01/2021	4280	468		(468)	50.00 D			
Office Equipment		21/12/2017	1400	167			50.00 D	84	1317	83
Website Upgrade		01/01/2021	6000	718		(718)	50.00 D			
Website Upgrade		01/01/2021	2200	252		(252)	50.00 D			
Website Upgrade		01/01/2021	1800	206		(206)	50.00 D			
Website Upgrade		01/01/2021	1200	75		(75)	50.00 D			
Website Upgrade		01/01/2021	1200	75		(75)	50.00 D			
Online Membership Application		23/12/2021	3000	406	(406)		50.00 D			
Office Chairs (8)		13/12/2019	739	612			16.00 D	98	225	514
Magnetic glass writing board & chair		31/12/2019	1190	986			16.00 D	158	362	828
Website		10/09/2020	29000	24167			50.00 D	12084	16917	12083
			67672	30728	(406)	(2239)		12768	21957	15315
			30400							
<b>Less disposals</b>			37272	30728	(406)	(2239)		12768	21957	15315



4 July 2022

Attn: Diane Robinson,  
Called to Account Limited  
PO Box 42067, Auckland 1745

Tēnā koe Diane

**RE Review of Public Relations Institute of New Zealand Inc.**

This representation letter is provided in connection with your review of the financial statements for the above as of 31 December 2021.

We confirm to the best of our knowledge and belief, the following representations:

- 1) We acknowledge our responsibility for the preparation of the financial statements including the appropriate disclosure of all information required by statute.
- 2) There have been no irregularities involving management of employees that could have a material effect on the financial statements.
- 3) The financial statements are free of material errors and omissions.
- 4) The society has complied with all aspects of contractual agreements that could have a material effect on the financial statements in the event of non-compliance. There have been no communications concerning non-compliance with the requirements of regulatory authorities.
- 5) We have no plans or intentions that may materially affect the carrying value or classification of assets and liabilities reflected in the financial statements.
- 6) We have recorded or disclosed all liabilities, both actual and contingent and have disclosed the guarantees that we have given to all third parties.
- 7) There are no capital commitments at balance date except as already recorded in the Notes to the Financial statements.
- 8) There have been no events subsequent to the balance date, which require adjustment of, or disclosure in the financial statements and related notes other than those disclosed.
- 9) We have no bank accounts other than those disclosed in the Balance Sheet.
- 10) We have a reasonable expectation that we will have adequate resources to continue operations for at least the next 12 months. For this reason, we continue to adopt the going concern assumption in preparing our financial statements.



- 11) We confirm that all Covid government payments were received in accordance with the rules prevailing at the time of application.
- 12) We confirm that we do not believe the Covid 19 pandemic will prevent the Society from continuing.

Nāku, nā



Date: 4 July 2022

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Elaine Koller, Chief Executive  
for Public Relations Institute of New Zealand Inc.

And



Date: 4 July 2022

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Fiona Cassidy, Board Chair  
for Public Relations Institute of New Zealand Inc.

