

**PRINZ
ANNUAL
REVIEW
2025**



Chair's Report

E ngā tai e whā o te motu e papaki mai nā, tēnā koutou, tēnā koutou, tēnā koutou katoa.

Ki ngā raukura kua maunu atu ki te moana uriuri i tēnei tau, haere, haere, haere atu rā.

Āpiti hono tātai hono, ko te pito mate ki te pito mate.

Āpiti hono tātai hono, ko te pito ora ki te pito ora, tēnā rā tātou katoa.

E rere kau ana ngā mihi ki te hunga kua aro ki te kaupapa nei. Nā koutou i whakapau kaha ki te tautoko i a PRINZ i tēnei tau.

E ai kī te whakataukī

“Ehara taku toa i te toa takitahi
engari taku toa he toa takitini.”

My strength is not that of one but of many.

This whakataukī is a reflection of what keeps PRINZ strong, and that is you - our members, our volunteers, our sponsors and our hard-working kaimahi (staff).

What you will find in this report is a reflection of what each of you has brought to PRINZ this year. It's truly been a collective effort.

Whilst it feels as if the world is endlessly on fire and uncertainty is the new certainty, this professional body provides a sanctuary of connection, education and celebration. It provides a platform for advocacy and a place for reflection on what current best practice looks like. It is a place we can all be proud of.

Our Financial Position

The collective effort mentioned above had the greatest impact on our financial position. Whilst we still made a loss it was the strongest financial result in six years.

Overheads were reduced further, and pleasingly our membership revenue increased despite the decision not to raise fees for 2025. Income from sponsorships and our CPD activities made a significant contribution to this good result. Moving forward, PRINZ is in the best position since Covid to reach a sustainable financial position.

Our Strategic Focus

Members are at the heart of our strategy, and it was pleasing to see that in 2025 we saw an increase in the percentage of members who would recommend PRINZ.

Over the past 12 months we have strengthened the pipeline of members coming through from our next generation of communicators with a number of tertiary partnerships. These have also resulted in awards for the best of those coming through, providing PRINZ with a platform for nurturing new talent.

In the Strategic Plan, the Code of Ethics wraps around everything we do and at the start of 2026 we kicked off a refresh of the code. It was really pleasing to see the high calibre of candidates who put themselves forward to be on the review panel.

Highlights of the year

Our Advocacy Leadership Group has continued to be a strong voice for the profession, and in 2025 PRINZ provided a written and oral submission to Parliament to oppose the Plain Language Act Repeal Bill.

We saw two outstanding professionals share the Joseph Peart Award for the highest achievement in the Accreditation in Public Relations programme demonstrating the high calibre of those who undertake the APR.

There were also double celebrations for the 2025 PRINZ Waikato Matariki Scholarships which seek to support and uplift the next generation of rangatahi Māori.

We end the year on a real high with a fantastic 55 finalists for the PRINZ Awards.

Acknowledgements

PRINZ is nothing without its members, so a huge mihi to all of you for seeing the value in either joining us for the first time, continuing your membership or re-joining after time away. All of you make a difference, and all of you make us stronger.

Every year gets busier across all facets of life but so many of you still find time to dedicate to PRINZ. Whatever your contribution has been this year, e mihi ana. Thank you. So much of what we do wouldn't happen without you.

I know many of you will, alongside all of us on the PRINZ Committee, want to acknowledge the hard work of the kaimahi of PRINZ. As CEO Susie Martin has continued to steer PRINZ through choppy waters, keeping us on course no matter what comes our way. Thank you also to Bethany, Violet and Christine for your support to all our members.

Finally, a huge thank you to our committee: Travis Logan, Celia Crosbie, Eruini Paranihi and Jacquie Boer. I started this kōrero on the theme of collective effort and I will end with it too:

“Ahakoa whati te manga

Te takoto ana te kōhiwi.”

Although a branch is broken, the tree remains.

The whakaaro of this whakataukī was certainly true for our committee when they rallied to support me through breast cancer. Being able to stay connected to PRINZ kept me going through some challenging times. I acknowledge and hugely appreciate their support.

Ngā tauwhirotao o te wā ki a tātou,

Morwenna Mitson-Grills, APR



Chief Executive Report 2025

Welcome to the PRINZ Annual Report for 2025 – a year defined by resilience, recovery and measurable progress.

While the broader economic environment created significant challenges for both the Institute and our members, we remained focused on strengthening our foundations and delivering on what matters most. Many of our members faced constraints that affected their ability to participate in professional development and events, and this was reflected in membership renewals. Despite this, we stayed the course, guided by our Strategic Plan 2024–2026 and a clear commitment to long-term sustainability.

2024-26 Strategic Plan



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Our vision: PRINZ is the voice of and industry body for public relations professionals in Aotearoa New Zealand.
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Our purpose: To deliver value to our members through advocacy, connection and capability enhancement.
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Our values: Honesty, Respect, Integrity, Courage.

November 2024

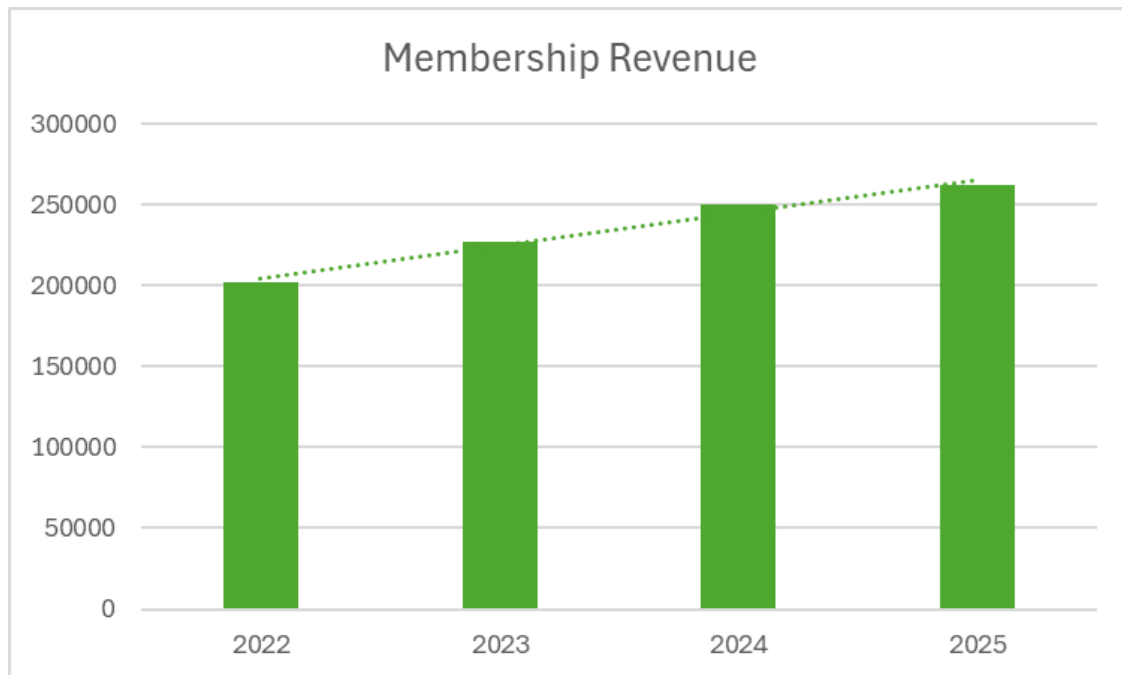
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Encouragingly, this focus is reflected in our performance. Across most key indicators, we have seen meaningful improvement. While we have not yet returned to profitability, the progress made in 2025 represents a significant step forward and reinforces confidence in our direction.

The trajectory of our financial performance, whilst pleasing, clearly outlines how critical it is to reach profitability. The substantial financial improvements are offset by the imperative to return our membership base to a level that provides the association with confidence of our long-term sustainability.

Membership Subscriptions

Membership remains the foundation of PRINZ – both as our primary revenue source and as the heart of our community. Membership subscriptions are the financial contributor that ensures we can continue to provide our member offerings.



In 2025, we made a deliberate decision not to increase membership fees, recognising the financial pressures many of our members were experiencing. Despite this, membership revenue increased, reflecting the ongoing commitment and loyalty of our base.

Member sentiment continues to strengthen. In our 2025 Member Survey, 92% of respondents said they would recommend PRINZ to others, up from 89% in 2024 and 72% in 2022. This steady rise signals that our members value the role PRINZ plays in supporting their professional practice.

Our focus now is clear: converting this strong satisfaction into membership growth. Expanding our membership base is essential to securing the Institute's long-term sustainability.

We extend our sincere thanks to all members who continue to support and contribute to PRINZ.

Honourariums

In 2025, we were proud to recognise outstanding contributions to the profession.

Jackie Curtis was awarded PRINZ’s highest honour, Life Membership, in recognition of her exceptional service. We also welcomed Dan Walraven into the College of Fellows, acknowledging his significant contribution to both the profession and the Institute. We congratulate them both on these well-deserved honours.



Continuous Professional Development

Professional development remains a cornerstone of our member offering.

In 2025, we established a CPD Sub-Committee to review and expand our programme, alongside introducing formalised contractor agreements with course facilitators. These initiatives have strengthened both the quality and consistency of delivery.



As a result, we saw increased course frequency, improved calibre of content and stronger attendance. This translated directly into revenue growth, making CPD our strongest-performing area in 2025.

Ongoing post-course feedback continues to play an important role in shaping and refining our offerings. We thank the members of the CPD Sub-Committee for their contribution and encourage all members to share ideas for future development

CPD Sub-Committee

Dee Crooks

Connie Smith

Dominic Taffs

Ben Woodgates

Laurna White



Accreditation in Public Relations (APR)

We were delighted to welcome 12 new practitioners to the APR ranks in 2025 and look forward to celebrating their achievement at the PRINZ Awards Gala Dinner.

Ann Graham	Anna Cross	Ashleigh Grant	Avril Pereira
Dan Silverton	Daniel Richardson	Hannah Kronast	Lisa Chunder
Natalia Martinez	Nevine AbdAllah	Sarah George	Charlene Williamson

We extend our sincere thanks to Chief Examiner Suzy Giles in her first year in the role. Her leadership and international experience have ensured the continued strength and credibility of this flagship programme. We also acknowledge Dr Deepti Bhargava for her role as Moderator, providing continuity and support throughout the transition.

Our gratitude extends to our mentors, Viva Voce panellists and seminar presenters, whose expertise and generosity underpin the success of the programme.

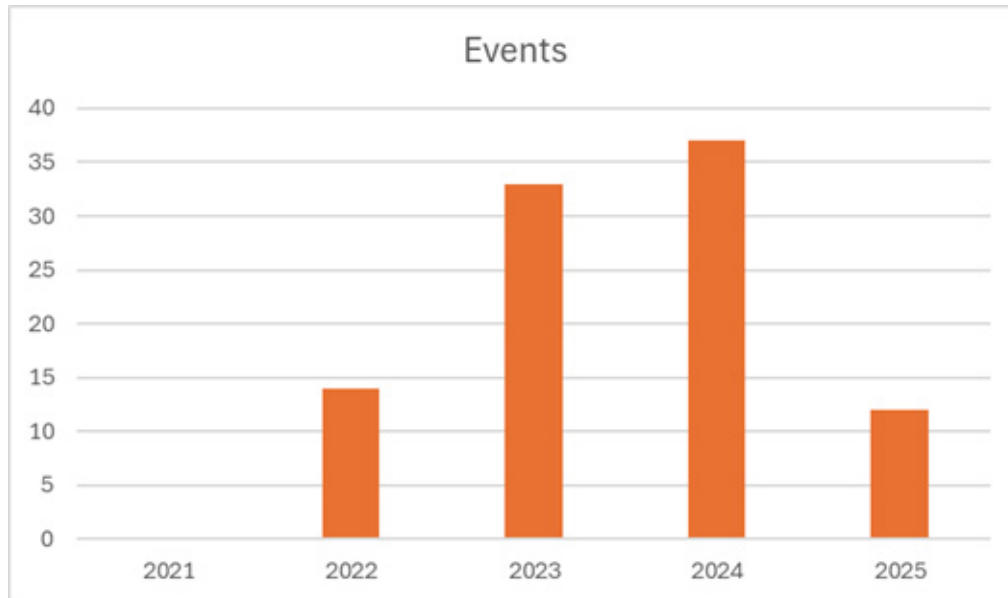
- Ady Schwartfeger
- Sarah Fraser
- Rebecca Kinraid
- Simone Bell
- Charlotte Fitzpatrick
- Tim Marshall
- Jackie Curtis
- Leigh Harris
- Daniel Paul
- Gordon Gillan
- Janet Wright
- Heather Claycomb
- Strahan Wallis
- Nikki Wright
- Cas Carter
- Craig Tiriana
- Travis Logan
- Karl Ferguson
- Catherine Arrow
- Lisa Finucane
- Simone van Asbeck
- Mark Dittmer
- Joss Debreceeny
- Sandy Trigg
- Julien Leys
- Diana Wolken
- Jo Scott
- Amanda Weatherley
- Peter Hennessey
- Claudia Macdonald
- Mary Lambie
- Chloe Leuschke
- Peta Goldsworthy
- Paul O'Leary
- Jacky James

Special thanks to our supportive member and partner business for providing space for our APR exams and Viva Voce interviews:

EMA	HMC	Great Scott	Momentum Consulting
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Events and Networking

Events presented challenges in 2025, with reduced attendance reflecting the wider economic environment. Despite this, our regional sub-committees continued to deliver valuable opportunities for connection and professional engagement.



Attendance was particularly impacted during the winter months, with a modest resurgence towards the end of the year. The standout exceptions were the PRINZ Awards Gala Dinner, which saw increased attendance and strong support from across the industry and the rebirth of the Communicator of the Year Award.

We remain committed to providing meaningful opportunities for members to connect, while carefully balancing accessibility with financial sustainability.



We thank our regional volunteers and host organisations for their ongoing support and generosity in delivering these events.

Northern Division

- Gez Johns
- Ellen Comber
- Sarah Keall
- Raymond Suen
- Sally Vernon

Waikato Division

- Sarah-Lee Crellin
- Ben Woodgates
- Seamus Lohrey
- Simone van Asbeck

Tauranga Division

- Sarah Jesson
- Jessica Scott
- Laura Boucher
- Ella Shirley
- Sanjana France
- Joshua Romero

Taranaki Division

- Andrew Moffat
- Olivia Conley
- Rochelle West
- Sarah Foy
- Sarah Semenoff

Central Division

- Amal Alsheemy
- Bronwyn Bannister
- Miranda Richardson
- Chantelle Taylor
- Stephanie Westbury

PRINZ Regional Representatives

- Te Tau Ihu – Jacquie Boer

Southern Division

- Pip Rowe
- Dan Walraven
- Jessica Sherman
- Hayley Tate
- Matt Wood

These passionate advocates are always keen to welcome new recruits to their committees. We encourage those members interested in being part of a regional committee and supporting PRINZ to reach out to your local representatives.

We must also thank those member companies or organisations that hosted PRINZ events during 2025. Your generosity allows us to provide these occasions in fantastic locations and at prices that our members appreciate.

- Auckland Transport
- ANZ Bank
- Environment Canterbury
- Kordia
- AUT
- Momentum Consulting
- GRC Partners + Porter Novelli
- University of Waikato
- Foodstuffs
- Gallagher

PRINZ Awards

The PRINZ Awards continue to be a highlight of the year, celebrating excellence across the profession.

In 2025, we saw a notable increase in entries, resulting in a record 56 finalists. The 51st anniversary of the Awards was marked by an exceptional evening of celebration and industry connection.

We congratulate all finalists, and in particular Pead, recipients of the Supreme Award for *Restoring Mana (Prestige): The World's Largest Haka for Raukatauri Music Therapy Trust*.

The credibility of the Awards is underpinned by the dedication and integrity of our judging panels. We extend our sincere thanks to all judges and contributors for their commitment

Chief Judges

Andrew Pirie
Nikki Wright

Panellists

Amanda Weatherly
Lee Harris
Trevor J Walton
Sarah Fraser
Catherine Etheridge
Karalyn van Deursen
Sioux Campbell
Fred Russo
Phil Johnstone
Tracey Bridges
Charmead Schella
Chloe Leuschke
Amanda Wellgreen

Travis Logan
Gez Johns
Diana Wolken
Leigh Harris
Sandy Trigg
Rebecca Kinraid
Nicole Foley
Ady Schwatfeger
Amelia Cairns
Jackie Curtis
Gina McKenzie
Alan McDonald
Gordan Gillan

Michelle Hider
Ngaire Crawford
Andree Kai Fong
Max Burt
Felicity Price
Morwenna Mitson-Grills
Adelle Keely
Chris Savage
Brianna Elder
Paul O'Leary
Karen Chan
Craig Tiriana
Phil Tumataroa



Advocacy

Advocacy remains a core function of PRINZ, reflecting the importance our members place on representing the profession and its value.

In 2025, the Advocacy Leadership Group continued to identify opportunities to contribute to key conversations. We thank Daniel Paul FPRINZ and Travis Logan APR for their leadership and encourage more members to join this important work in 2026.

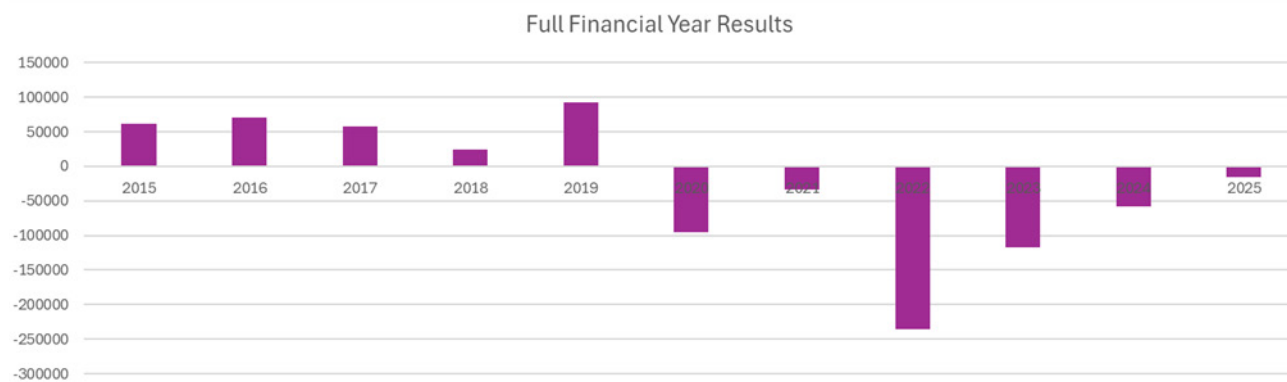
We know many of our members are passionate about several of the key issues that continue to impact on PR and communications professionals. We have an open invitation to members who would like to get vocal and share their thoughts.

College of Fellows

Our Chair of the College of Fellows, Jacque Boer, FPRINZ will also be leaving the Committee following this meeting and we would like to thank her for her guidance and guardianship of this role. Thank you to all our Fellows and Life Members for the continued over and above support and especially to the College of Fellows Advisory Group, Catherine Arrow LPRINZ, Kelly Bennett FPRINZ and Leigh Harris FPRINZ.

2025 Financial Statements

These results were prepared by our accountants BetterCo and an independent audit review was conducted by Cambridge Audit and their letter of confirmation is included in this report.



Income for 2025

Our 2025 financial results reflect steady improvement and disciplined management.

Total income increased by 2% to \$519K. Key contributors included:

- Membership subscriptions, which increased by 5% to \$262K
- CPD revenue, which grew by 16% to \$116K
- Sponsorship revenue, which increased by 47% to \$29K
- Gross profit rose by 7% to \$387K.

Expenses

Expenses decreased by 4%, driven by reductions across several areas, including contractor costs, office expenses and system maintenance.

These combined efforts resulted in a significantly improved outcome, with a reduced loss of \$15K – our strongest financial result in six years.

It is important to acknowledge that mid-year forecasts indicated a far more challenging position. A targeted response, supported by our Life Members and Fellows, helped stabilise the organisation through an early payment initiative. We extend our sincere thanks to all who contributed during this period.

Our priority for 2026 is to achieve a sustainable position without reliance on such measures.

Particular thanks to the following members who made donations to the sustainability of PRINZ over and above the membership fee:

Daniel Paul

Claudia Macdonald

Paul Hemsley

Lee Harris

Paul Thompson

The board and management are confident that we have reduced overheads and costs to the lowest possible levels to ensure delivery of the services and products our members quite rightly expect.

Systems and Operations

Our current website, CRM and ticketing systems are no longer fit for purpose and present a material operational risk.

A suitable replacement has been identified, with an estimated investment of \$25K. While this is a necessary step, implementation remains dependent on a return to profitability or a generous benefactor.

Our People

Our small but highly effective team of 2.4 FTE continues to deliver a strong and improving member experience.

I would like to acknowledge Bethany, Violet and Christine from Shadow Administration for their professionalism, adaptability and ongoing commitment. Their contribution has been instrumental in navigating the challenges of 2025.

Our Sponsors and Partners

We are deeply appreciative of the organisations that partner with and sponsor PRINZ. Your support enables us to extend the reach and quality of our programmes, events and initiatives, and to continue delivering value to our members in a challenging environment.

Thank you for your trust, collaboration and commitment to advancing the public relations and communications profession in Aotearoa.

Isentia

Truescope

Stroom

Telum Media

Celebrity Speakers

Robert Walters

Conclusion

2025 has been a year of consolidation, challenge and progress.

Thank you to the PRINZ Committee for their support and guidance during the 2025. As the makeup of this committee will be altered following this AGM I would like to take this opportunity to extend my personal thanks to Jacquie Boer, Celia Crosbie, Travis Logan and Eruini Paranihi for the insight and passion for our industry that they each brought to the significant mahi undertaken during the course of the year.

A very special thank you to PRINZ Chair, Morwenna Mitson-Grills. It was not the year she had planned in 2025 and her grace in the face of serious personal hurdles was extraordinary. We wish her well on her continued health recovery.

As exemplified by the names of everyone in this report there is a small army of contributors to the sustainability and ultimate success of our industry body and we simply could not continue to deliver without their dedication and generous voluntary contributions

We enter 2026 with momentum and a clear focus: achieving sustainable profitability and growing our membership base. These priorities are essential to ensuring PRINZ can continue to support and advance the profession in Aotearoa.

Our members play a vital role in this future. By championing PRINZ and encouraging others to join, you directly contribute to the strength and sustainability of our community.

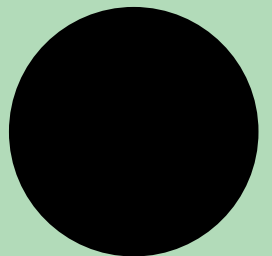
We thank you for your continued support and commitment. Together, we are building a more resilient, connected and capable profession.

Susanne Martin, Chief Executive



BetterCo.

Better never stops.



Annual Report

Public Relations Institute of New Zealand Incorporated
For the year ended 31 December 2025

Prepared by BetterCo

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Directory

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

Nature of Business

Membership services for Public Relations & Communication

Reporting Entity

Public Relations Institute of New Zealand Incorporated is an Incorporated Society initially established under the Incorporated Societies Act 1908 and re-registered under the Incorporated Societies Act 2022.

Physical Address

145 Khyber Pass Road
Grafton
Auckland
New Zealand

IRD Number

013-167-664

GST Basis

Payments Basis - 2 Monthly

Bank

ANZ Bank
Newton
Auckland

Accountant

The Better Co Limited (BetterCo)
PO Box 74159
Greenlane
Auckland 1546

Statement of Profit or Loss

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

	NOTES	2025	2024
Income			
Advertising Revenue		750	750
APR Accreditation Income		33,090	50,485
Communicator of the Year Income		4,209	-
CPD Income		115,773	99,982
Events Income		6,261	18,422
Insurance Commission		90	90
Interest Received		2,563	6,324
Membership Subscriptions		261,711	249,961
PRINZ Awards Income		66,540	65,097
PRINZ Member Support		690	-
Sponsorships		28,000	19,000
Sundry Income		275	162
Total Income		519,952	510,274
Cost of Sales			
APR Accreditation Expenses		16,520	16,551
CPD Expenses		73,751	71,980
Events Expenses		3,422	12,973
PRINZ Awards Expenses		38,979	46,593
Total Cost of Sales		132,673	148,097
Gross Profit		387,279	362,177
Expenses			
Accounting Fees		6,200	7,150
Bank Charges		1,449	455
Communicator of the Year Expenses		3,061	-
Contractors		26,276	32,060
Credit Card and Merchant Fees		6,998	7,174
CRM/Website Expenses		10,570	15,749
Design and Brand Expenses		87	-
Entertainment		794	944
General Expenses		-	-
Insurance		3,419	4,589
IT Costs and Maintenance		279	997
Leasing Expenses		2,685	4,382
Legal Expenses		4,000	-
Office Expenses and Supplies		354	446
PRINZ Conference Expenses		463	-
PRINZ Board Expenses		105	2,178
Rent and Office Operational Expenses		8,754	11,508
Staff Expenses		6	22



	NOTES	2025	2024
Staff Travel		112	31
Stripe Fees		1,237	1,137
Subscriptions and Licences		10,953	10,466
Telephone and Communications		1,120	1,247
Travel		1,657	2,185
Wages and Salaries		310,845	315,805
Total Expenses		401,423	418,525
Operating Profit (Loss)		(14,144)	(56,348)
Non-Operating Expenses			
Amortisation and Depreciation		755	1,510
Total Non-Operating Expenses		755	1,510
Net Profit (Loss) Before Taxation		(14,899)	(57,858)
Taxation and Adjustments			
Non-Deductible Expenses			
Fines & Penalties		50	-
Total Non-Deductible Expenses		50	-
Total Taxation and Adjustments		50	-
Net Profit (Loss) for the Year		(14,949)	(57,858)



Statement of Changes in Equity

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

	2025	2024
Equity		
Opening Balance	78,377	136,235
Decreases		
Loss for the Period	14,949	57,858
Total Decreases	14,949	57,858
Total Equity	63,428	78,377



Balance Sheet

Public Relations Institute of New Zealand Incorporated As at 31 December 2025

	NOTES	31 DEC 2025	31 DEC 2024
Assets			
Current Assets			
Cash and Bank	5	101,552	102,606
Trade and Other Receivables	6	12,102	10,127
GST Receivable		956	482
Total Current Assets		114,609	113,215
Non-Current Assets			
Property, Plant and Equipment	7	755	1,510
Total Non-Current Assets		755	1,510
Total Assets		115,365	114,725
Liabilities			
Current Liabilities			
Trade and Other Payables	8	51,936	36,348
Total Current Liabilities		51,936	36,348
Total Liabilities		51,936	36,348
Net Assets		63,428	78,377
Equity			
Retained Earnings		67,168	82,117
Equity/Members funds		(3,740)	(3,740)
Total Equity		63,428	78,377

Notes to the Financial Statements

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

1. Statement of Accounting Policies

Reporting Entity

These special purpose financial statements are for Public Relations Institute of New Zealand Incorporated, an incorporated society initially established under the Incorporated Societies Act 1908 and re-registered under the Incorporated Societies Act 2022.

Basis of Preparation

These financial statements have been prepared in accordance with accounting policies approved by the Board.

The financial statements have been prepared for the members of Public Relations Institute of New Zealand.

Revenue Recognition

Revenue is measured at the fair value of the consideration received or receivable for the sale of goods and services, excluding goods and services tax rebates to and discounts, to the extent it is probable that the economic benefits will flow to the entity and revenue can be reliably measured.

Sales of services are recognised in the period by reference to the stage of completion of the transaction at the end of the reporting period.

Interest received is recognised as interest accrues, gross of refundable tax credits received.

Dividends received are recognised on receipt, net of non-refundable tax credits.

Cash and Deposits

Cash and deposits are considered to be cash on hand, current accounts, and term deposits with original maturities of less than 12 months. These are recorded at their nominal value.

Cash and deposits are recognised when received and measured at their nominal value. Cash equivalents include term deposits with original maturities of less than 12 months.

Expenses

Expenses are measured at the fair value of the consideration paid or payable. They are recognised in the statement of profit or loss when incurred and to the extent that they are probable and can be measured reliably.

Trade and Other Payables

Trade and other payables are recognised when the entity becomes obliged to make future payments resulting from the purchase of goods and services. They are recognised at fair value, which is usually the invoice amount.

Employee Related Costs

Employee-related costs include salaries and wages, annual leave, and contributions to kiwisaver. These costs are recognised in the period in which the employee renders the related service.

A liability for employee costs payable is recorded when an employee has earned the entitlement. These include salaries and wages accrued up to balance date and annual leave earned but not yet taken at balance date.



Historical Cost

These financial statements have been prepared on a historical cost basis. The financial statements are presented in New Zealand dollars (NZ\$) and all values are rounded to the nearest NZ\$, except when otherwise indicated.

Changes in Accounting Policies

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

Income Tax

Public Relations Institute of New Zealand is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

2. Fixed Assets and Depreciation

All fixed assets are recorded at cost less accumulated depreciation.

Depreciation of the assets has been calculated at the maximum rates permitted by the Income Tax Act 2007. The entity has the following asset classes:

Office Equipment at Cost. 50% Diminishing Value.

3. Foreign Currency

Transactions denominated in foreign currencies are converted at the exchange rate current at the transaction date. Foreign currency receivables and payables are converted at exchange rates current at balance date. Foreign exchange gains or losses are included as income or expenses respectively in the Profit and Loss Statement.

4. Goods and Services Tax

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

	2025	2024
5. Cash and Cash Equivalents		
ANZ Credit Card	(1,491)	(1,415)
ANZ Current Account	94,543	35,241
ANZ Term Deposit 15	-	8,591
Sally Logan	6,542	5,795
Serious Saver 026-PRINZ	1,957	1,319
Term Deposit 2	-	53,075
Total Cash and Cash Equivalents	101,552	102,606

As at 31 December 2025, \$6,542 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. The entity has a ANZ Visa credit card facility with a credit limit of \$10,000.



	2025	2024
6. Trade and Other Receivables		
Debtors Control Account	9,105	8,390
Prepayments	2,997	1,737
Total Trade and Other Receivables	12,102	10,127

	2025	2024
7. Property, Plant and Equipment		
Office Equipment		
Website	29,000	29,000
Accumulated Depreciation - Website	(28,245)	(27,490)
Total Office Equipment	755	1,510
Total Property, Plant and Equipment	755	1,510

	2025	2024
8. Trade and Other Payables		
Accounts Payable & Accruals	6,067	6,179
Creditors Control Account	3,941	2,028
Employee Benefits Payables	33,022	19,806
PAYE Payable	8,906	8,335
Total Trade and Other Payables	51,936	36,348

9. Commitments

Sublease of Office - The Public Relations Institute of New Zealand previously subleased office space from Employers' and Manufacturers' Association (Northern) Inc at 145 Khyber Pass Road, Grafton.

The Sublease Agreement was effective from 11 December 2023 to 10 December 2025 at a cost of \$583.33 plus GST per month. The lease ended on 10 December 2025 and was not renewed. Accordingly, there are no ongoing lease commitments as at balance date.

10. Related Parties

During the financial year ended 31 December 2025, there were no related party transactions or relationships that require disclosure in these financial statements.

11. Subsequent Events

No material events or transactions have occurred between the reporting date and the date of authorisation that would require adjustment to or disclosure in these financial statements.

12. Contingent Liabilities

There are no contingent liabilities at balance date (Last Year: \$0).



INDEPENDENT ASSURANCE PRACTITIONER'S REVIEW REPORT

To the members of Public Relations Institute of New Zealand Incorporated

We have reviewed the accompanying special purpose financial statements of Public Relations Institute of New Zealand Incorporated, which comprise the balance sheet as at 31 December 2025, and the statement of profit and loss and statement of changes in equity for the year then ended and the notes to the financial statements. The financial statements have been prepared by the Board in accordance with the accounting policies in note 1 of the financial statements.

Responsibilities of the Board for the special purpose financial statements

The Board are responsible on behalf of the entity for determining that the special purpose framework adopted is acceptable in the entity's circumstances. The Board are responsible for the preparation and fair presentation of these financial statements in accordance with the policies adopted by the Board as per note 1 of the financial statements, and for such internal control as the Board determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Assurance Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements. We conducted our review in accordance with International Standard on Review Engagements (New Zealand) (ISRE (NZ)) 2400, *Review of Historical Financial Statements Performed by an Assurance Practitioner who is not the Auditor of the Entity*. ISRE (NZ) 2400 requires us to conclude whether anything has come to our attention that causes us to believe that the financial statements, taken as a whole, are not prepared in all material respects in accordance with the applicable financial reporting framework. This Standard also requires us to comply with relevant ethical requirements.

A review of financial statements in accordance with ISRE (NZ) 2400 is a limited assurance engagement. The assurance practitioner performs procedures, primarily consisting of making enquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with International Standards on Auditing (New Zealand). Accordingly, we do not express an audit opinion on these financial statements.

Other than in our capacity as assurance practitioner we have no relationship with, or interests in, Public Relations Institute of New Zealand Incorporated.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects the financial position of Public Relations Institute of New Zealand Incorporated as at 31 December 2025, and of its financial performance for the year then ended, in accordance with the accounting policies as per note 1 of the financial statements.

Emphasis of Matter – Basis of Preparation and Restriction on Distribution and Use

We draw attention to note 1 of the financial statements, which describes the basis of accounting. The financial statements are special purpose financial statements and as a result, may not be suitable for another purpose. Our report is intended solely for the Board and should not be distributed to or used by parties other than the Board. Our opinion is not modified in respect of this matter.



Louis Burty Bedeux, Cambridge Audit
Cambridge
10 April 2026

Depreciation Schedule

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

NAME	RATE	METHOD	PURCHASED	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING ACCUM DEP	CLOSING VALUE
Office Equipment										
Website	50.00%	DV	10 Sept 2020	29,000	1,510	-	-	755	28,245	755
Total Office Equipment				29,000	1,510	-	-	755	28,245	755
Total				29,000	1,510	-	-	755	28,245	755

Approval of Financial Report

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

Annual Report

The members of the society are pleased to present the approved financial report including the historical financial statements of Public Relations Institute of New Zealand for year ended 31 December 2025.

For and on behalf of the members:



Susanne Martin - CEO



Morwenna Mitson-Grills - Chairperson

30 March 2026

Date

Compilation Report

Public Relations Institute of New Zealand Incorporated For the year ended 31 December 2025

Scope

On the basis of the information you provided, we have compiled, in accordance with Service Engagement Standard No.2: Compilation of Financial Information, the financial statements of Public Relations Institute of New Zealand Incorporated for the year ended 31 December 2025.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

Responsibilities

The Governing body/Trustees/Directors are solely responsible for the information contained in this financial report and have determined that the accounting policies used are appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

No Audit or Review Engagement Undertaken

Our procedures use accounting expertise to undertake the compilation of the financial statements from the information you provided. Our procedures do not include verification or validation procedures. No audit or review engagement has been performed and accordingly no assurance is expressed.

Independence

We have no involvement with Public Relations Institute of New Zealand Incorporated, other than for the preparation of financial statements and management reports and offering advice based on the financial information provided.

Disclaimer

Neither we nor any of our employees accept any responsibility for the reliability, accuracy or completeness of the compiled financial information nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on the compiled financial information.

BetterCo.

The Better Co Limited (BetterCo)
PO Box 74159
Greenlane
Auckland 1546

Dated: 16 March 2026