



Annual Report

**Year Six Report of
Sponsorship Funding
Agreement for
Financial Year 2026**

July 2025 to June 2026

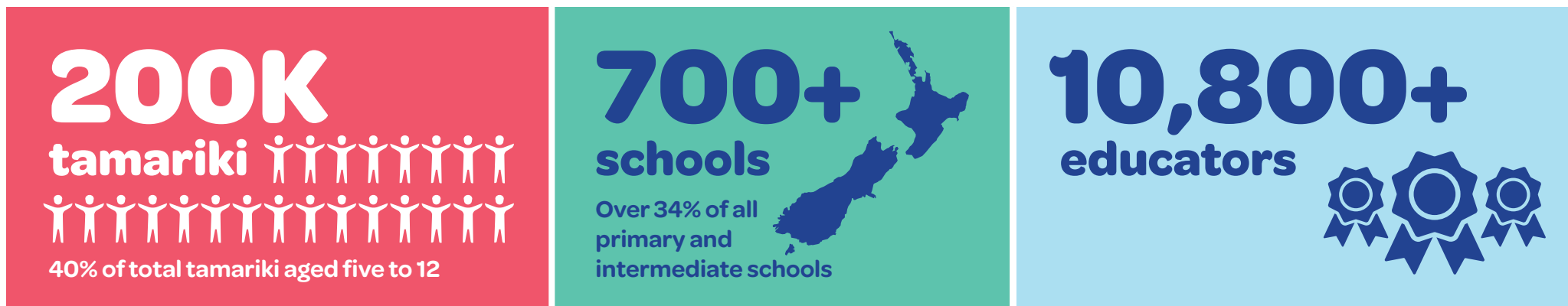
**Pause
Breathe
Smile**



Brought to schools
by Southern Cross

Executive Summary

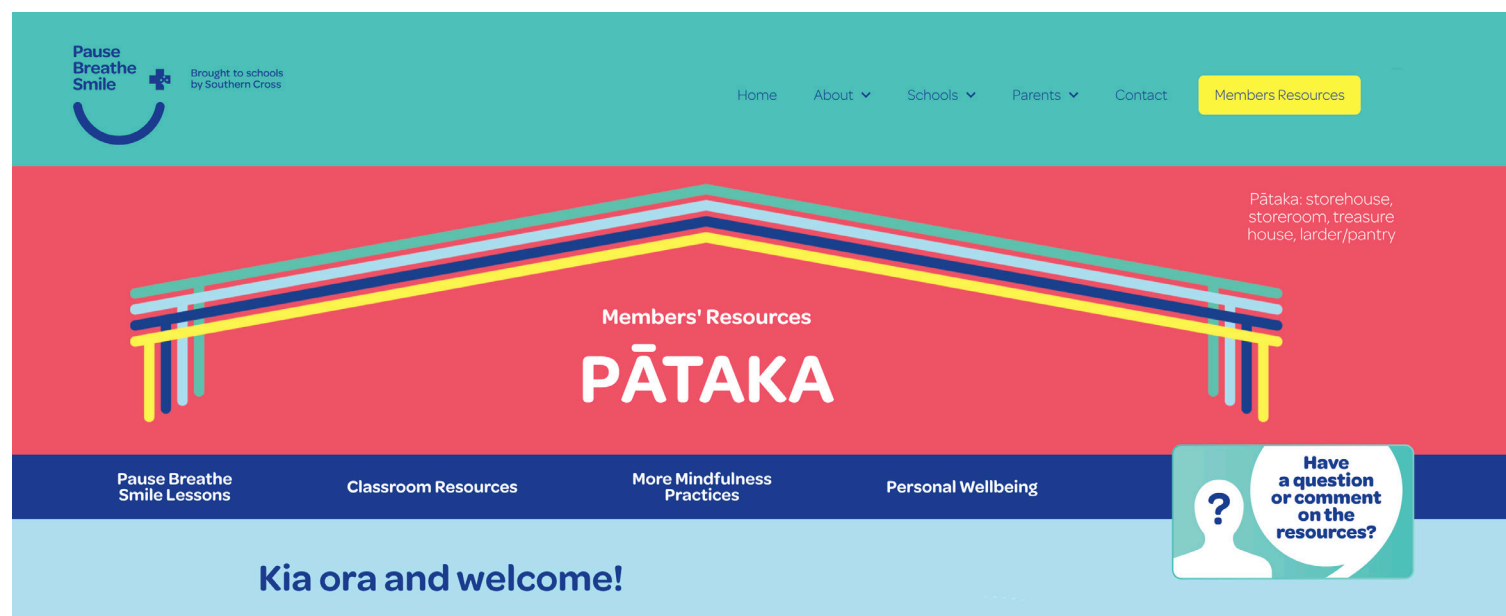
Thanks to Southern Cross sponsorship, together we have reached*



* Since signing Sponsorship Funding Agreement - 7 Aug 2020 to 30 June 2026

Launch of New Online Training Delivery Model

FY 2026 marked the completion of a two-year major redevelopment of the Pause Breathe Smile training delivery model and the online Members' Resources Pātaka, launched in January 2026. This redevelopment included creation of new on-demand training videos, a redesigned customer journey, and updated support materials for schools and educators. In addition, expanded eligibility criteria now enable health and education professionals to engage with Pause Breathe Smile training individually or in small cohorts. Together, these enhancements significantly increased programme accessibility and contributed to a substantial increase in the number of new schools with educators trained to deliver Pause Breathe Smile to tamariki.



Purpose

The purpose of this report is to outline the impact and reach of the Pause Breathe Smile programme through the activities completed by Pause Breathe Smile Trust for the organisation's sixth financial year (referred to in the report as Year Six). The activities of the Trust are fully focussed on achieving its mission of "Creating a healthier New Zealand by equipping tamariki with mind health skills" and the outcomes of the Sponsorship Funding Agreement (SFA) with Southern Cross.

The report includes a selection of recent educator feedback, highlighting the positive impacts of Pause Breathe Smile at the school, classroom, or individual learner level. This report also provides annual (financial year 2026) and cumulative (2020-2026) results for the following key metrics agreed to in the SFA:

1. Number of children reached by the Wellbeing Programme
2. Number of Schools with Educators who have received Pause Breathe Smile training
3. Number of Educators trained

This report provides annual results for these additional metrics:

4. Number of eligible enquiries and conversions
5. Programme reach by region
6. Pause Breathe Smile PLD delivered by type

Along with these metrics, this report includes:

- Key Marketing and Communications actions and outcomes
- Summary of PLD delivered to other Education & Health Professionals outside schools (referred to as OATs – Other Approved Trainings)
- Annual Financial Report
- Pause Breathe Smile Metrics Year Six Report

Key Metrics across Years One to Six of SFA

These key metrics show the reach of the Wellbeing Programme for financial year 2026 and result from the Groups of Activities of the PBST (Business As Usual; BAU). The key metrics represent the deliverables resulting from the Groups of Activities.

	Total children		New schools		New educators
	ACTUAL*	PLAN	ACTUAL	PLAN	ACTUAL
Year 1 – 5 Totals	171,449	176,440	557	540	10,465
Year 6 Totals	27,814	22,350	160	140	373
Totals since SFA launch 7 Aug 2020 – 30 Jun 2026	199,263 (39%)	198,790 (39%)	717 (35%)	680 (33%)	10,838

**Includes new entrants from schools trained in previous years. These children have been added to reach calculations as per SFA Clause 5.1 (b)(ii) "Once a school is running the PBS programme, any new entrants to that school will be included in the count for the subsequent years". Data source = Ministry of Education roll data from Education Counts website.*

Recent Feedback on new online training format

"It was a great introduction and very informative about the program. Live interaction was ideal for being able to ask questions and clarify things."

"I can watch the relevant video the evening before teaching a lesson to ensure it is still fresh in my mind."

"It was great to have the initial live session and then be able to follow up with the videos. Having the videos available to rewatch at any time is invaluable."

"There is lots of information available to support. The scripts are great."

"I am able to watch the videos before implementing each stage of Pause Breathe Smile and rewatch to remind myself of any aspects."

"Finding time to fit the lessons into a busy classroom schedule is challenging but being able to break each lesson into smaller chunks really helps. We are now beginning most days with a mindful breathing session."

"I can watch the videos in my own time at my convenience."

Recent Feedback from the Wellbeing Survey

"Thank you for all your thoughtful and dedicated work."

"It is a base part of our daily programme with the mindfulness walk and breathing being how we start every day."

"Students have a positive attitude towards the program. Are able to talk about how they are feeling more openly and enjoy meditation times."

"Love this programme."

"We have two new teachers who would like to introduce PBS in to their learning programme. This came about after speaking with other kaiako who share ideas and activities during staff hui, during pastoral care conversations."

"Great programme we are building on this with the Mitey programme."

"We have 2 teachers (year 8) doing weekly sessions. A lot of positives from both staff and students with the sessions."

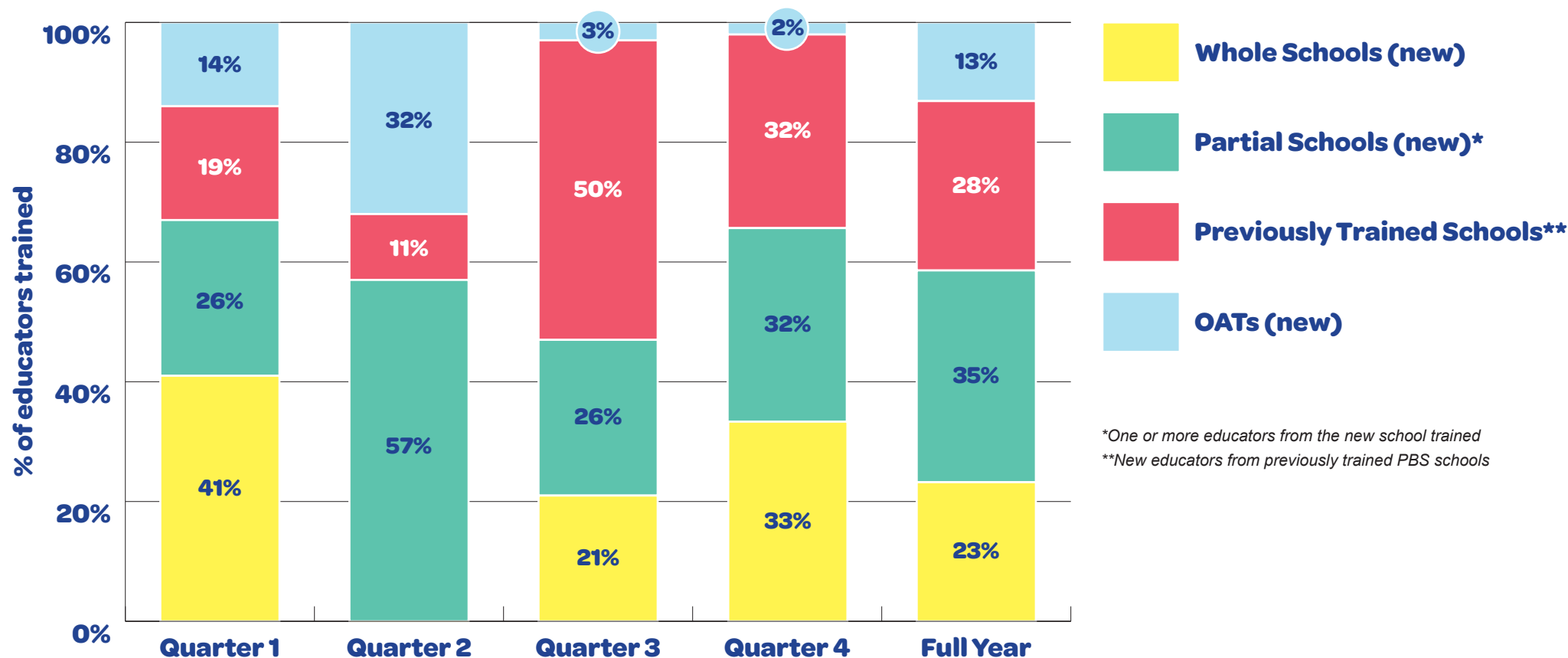
"Staff have implemented the programme into daily routines and share the positives and challenges of the programme in their own classroom experiences."

"The program has been very well received—the students actually request it now, which is fantastic. It's a work in progress, but the momentum from the rest of the class is really encouraging."

"It is part of our overall wellbeing - mindfulness programme - and is going well."

Source of Educators Trained

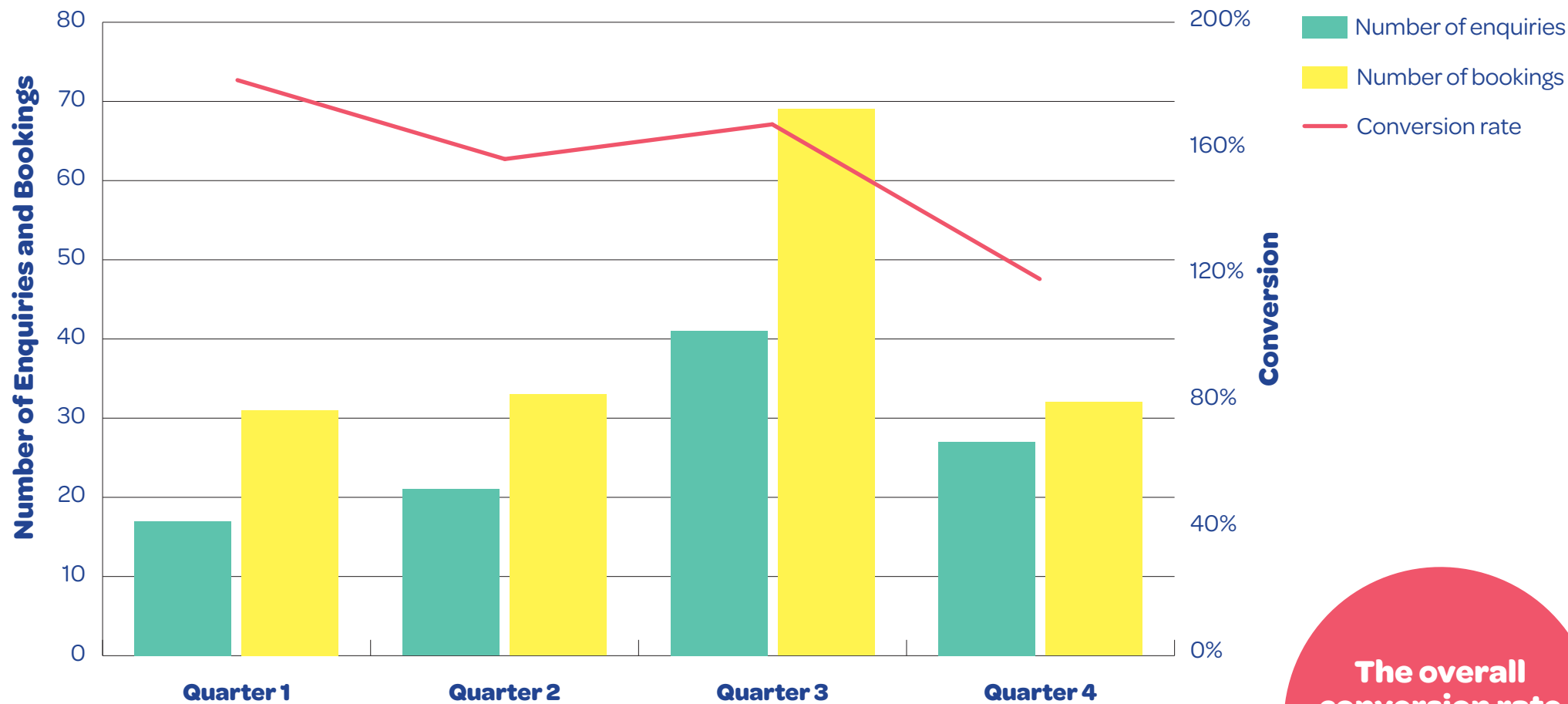
Source of Educators Trained in Year 6



The introduction of the new online model, together with expanded eligibility that allowed educators to undertake Pause Breathe Smile PLD independently or in small cohorts, significantly increased school reach in Year 6.

- One third of all educators trained this year came from new schools that did not participate as whole school cohorts
- Whole school training accounted for just over one fifth of all Year 6 educators
- A quarter of all educators trained came from schools already reached in previous years (not included in regular reach reporting)
- The remaining 13% of educators trained were from OATs organisations

Pause Breathe Smile School Enquiries and Conversions



Notes:

Conversion rates exceed 100% when schools either book without first enquiring or book later following an enquiry from a previous quarter.

The overall conversion rate for Year 6 of the SFA was 156%.

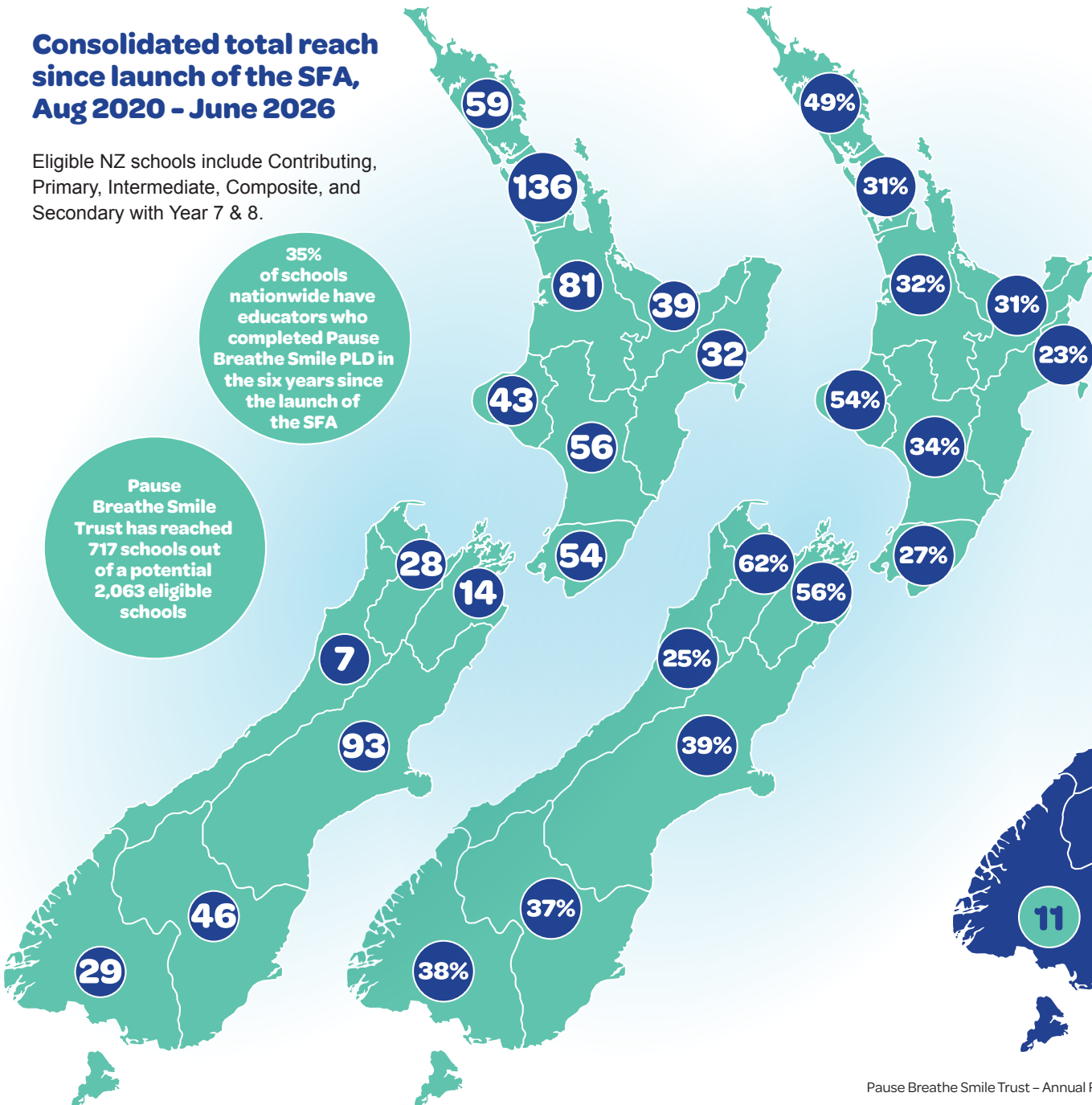
Programme Reach by Region

Consolidated total reach since launch of the SFA, Aug 2020 - June 2026

Eligible NZ schools include Contributing, Primary, Intermediate, Composite, and Secondary with Year 7 & 8.

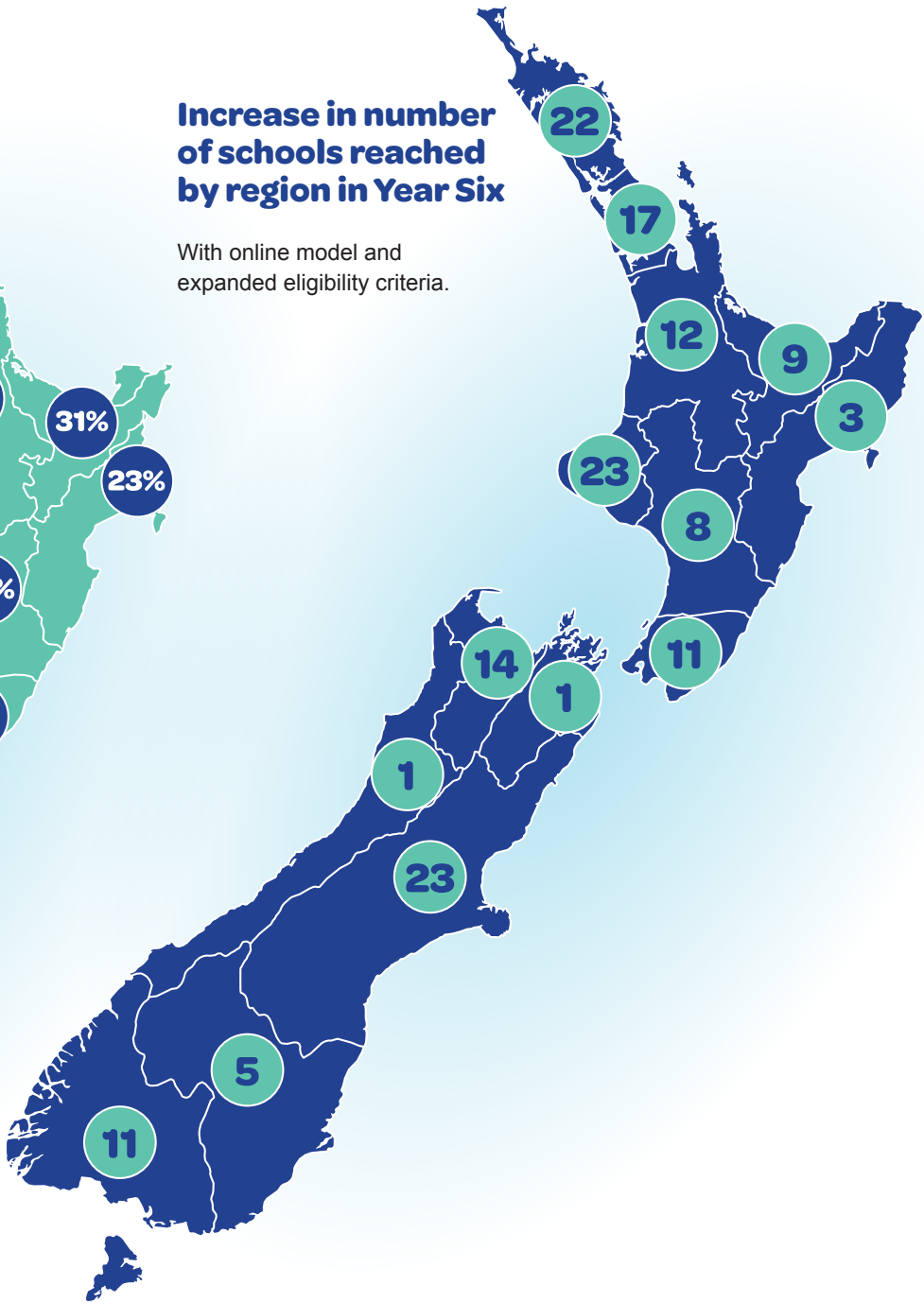
35% of schools nationwide have educators who completed Pause Breathe Smile PLD in the six years since the launch of the SFA

Pause Breathe Smile Trust has reached 717 schools out of a potential 2,063 eligible schools

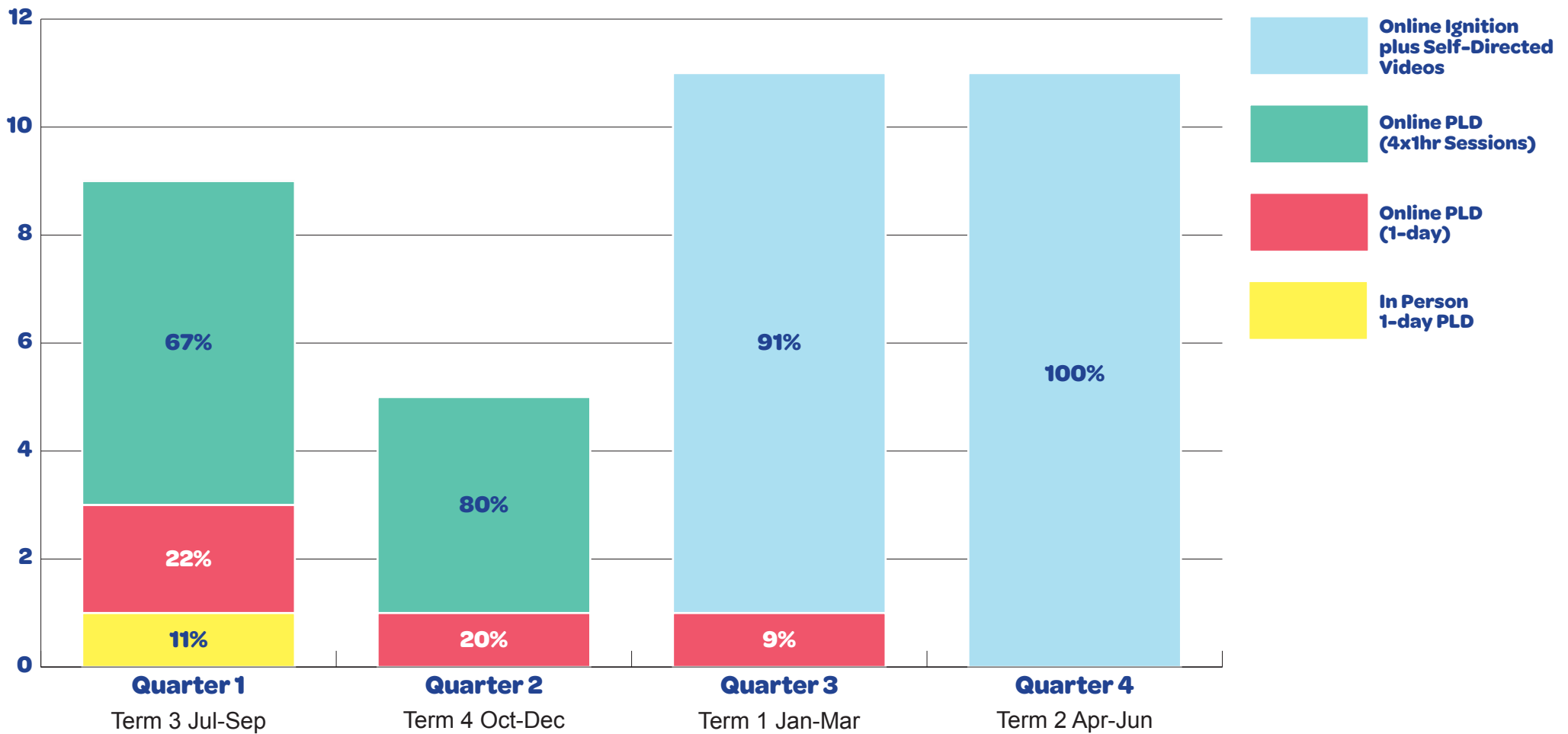


Increase in number of schools reached by region in Year Six

With online model and expanded eligibility criteria.



PBS Professional Learning and Development (PLD) Delivery by Type



With the introduction of the new online on demand delivery model in Quarter 3, almost all schools chose to complete their training through this format. While occasional requests for live in person or full day online sessions continue to be received, they are now extremely rare. Feedback indicates that schools value the increased flexibility and accessibility offered by the new delivery model.

Year Six Activities

Marketing Objective	Year Six Activities
Increase awareness of PBS, PBS and Southern Cross funding to target customer	- Developed brand awareness digital campaign with Stuff reaching 943k - Released and promoted content highlighting Southern Cross funding partnership - Executed 2025 Classroom Hauora Competition (41 entries) - Delivered social lead generation campaign for uncontacted teachers
Make pathway to PLD easy and accessible & delight educators at all points of the customer journey	- Distributed 13,346 Student Learning Journals to schools - Developed, tested, launched and promoted on-demand PLD content, platform and customer journey - Automated marketing onboarding for new enquiries to streamline customer experience - Conducted survey with Q3 onboarded educators about experience with on-demand PLD model - Expanded experiential content on website based on growing engagement from existing content
Create campaigns & resources to raise awareness of PBS within school environments	- Built and promoted Acquisition, Calmer Classrooms, lead generation and experiential campaign content - Executed direct mail out campaigns to unscheduled schools - Produced video and graphic content supporting on-demand PLD and promotion
Knowledgeable content development in collaboration with mindfulness facilitators & experts	- Released three new bedtime guided audio tracks - Redesigned and enriched newsletter format and content with intention to 'coach' trained educators trained with new on-demand model - Updated Ready-to-Teach Slide packs for on-demand model - Released content supporting "how to", and highlighting benefits of on-demand model and new Pātaka - Secured speaking slots for Independent Schools and Montessori Schools conferences



58.9k
website hits

20%
CTR



Paid social media



937,660
reach



738,735
mindful minutes

(guided audios played)

680
new app
users



48.3k
new visitors

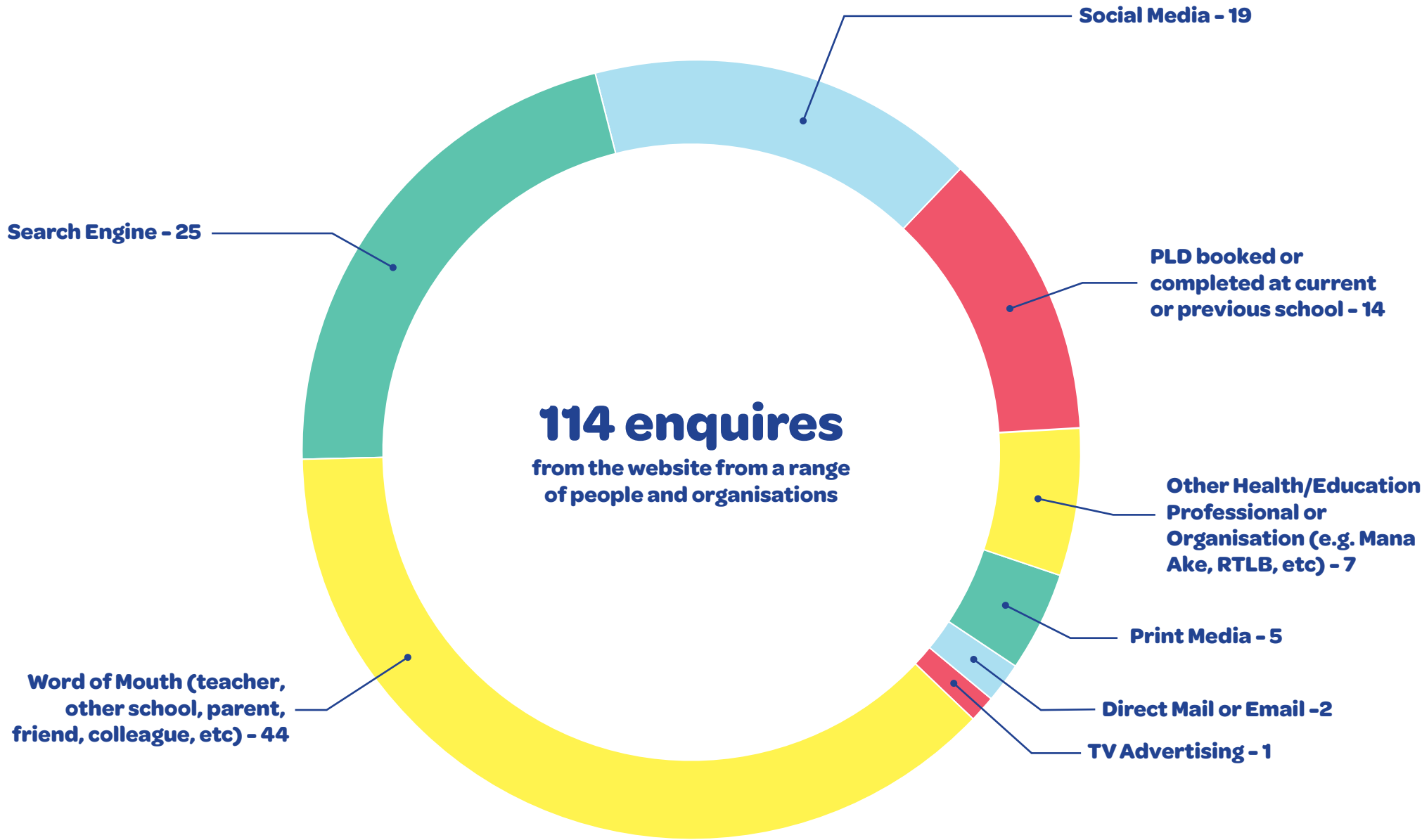


2200
clicks Google
Ad words



2,100,259
impressions

How our audience hear about us



Overview of Other Approved Trainings (OATs) completed in Year 6

Other Approved Trainings refers to the Trust training employees of other organisations in the Pause Breathe Smile programme who are not eligible schools, but who meet the criteria of being education, wellbeing and/or health professionals who regularly work with children in professional employment contexts other than primary or intermediate schools, or who work alongside schools, and who are well positioned to share the Pause Breathe Smile programme with children who may benefit from it. Organisations that are classified as OATs are highly diverse and vary significantly in the format, setting and frequency that their staff engage with tamariki.

PLD was delivered to educators from 9 OATs in Year 6, reaching a total of **41 education and/or health and wellbeing professionals** outside of schools.

Organisations were in education and social services sectors, providing support for children with higher learning and mental health needs.

Organisations	# Professionals trained
Hinengakau Maatua Whangai - Social Service, Abuse and Violence Support, Kaupapa Māori	1
New Plymouth Girls' High School - Learning Support & Home Room Staff	11
Otumoetai College - Special Needs Dept	1
RAPHS (Rotorua Area Primary Health Support)	2
RTLB Cluster 23 - Hastings/Central Hawke's Bay	2
Stand Tu Māia Gisborne Village	15
Stand Tū Māia – Manakau, Auckland Region	1
Stand Tū Māia – Northern Region	6
Waimea College - Special Education Department	2



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