



**Pregnancy  
to Parenthood™**



# Creating Collective Impact

Impact Report 2024

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## Our Mission

Pregnancy to Parenthood (P2P) began with a simple yet profound understanding that the earliest experiences in life shape our future health and wellbeing.

This knowledge drives our Mission to support Western Australian families, particularly those grappling with perinatal and infant mental health (PIMH) issues to provide babies

and young children with strong foundations for lifelong success.

We recognise the path to healthy futures for babies and young children begins during pregnancy and their first three years. Through our early intervention programs P2P reduces long-term mental health issues for parents and young children, supports families, and builds a healthier Western Australian community from the ground up.

P2P is dedicated to building strong foundations for lifelong health, development, and wellbeing for babies and young children through effective evidenced-based early interventions within the family and building a Western Australian workforce that delivers high quality perinatal and infant mental health services for the whole family during pregnancy and the early years.



## From Our Chairperson

2024 saw a period of significant growth and achievement for P2P. The continuing momentum established by the formal incorporation of P2P as a charitable entity in mid-2022, in conjunction with the incredible support of our amazing donors resulted in P2P making a very meaningful difference to Western Australian families.

The outcomes achieved would not have been possible without the efforts and professionalism of our P2P Team, many of whom have joined within the last 12 months. It has been a pleasure and a privilege to watch so many dedicated and

talented people come together in the pursuit of such a worthy common goal, led by our Executive Director, Rochelle Matacz.

Throughout 2024 a key focus for us as a Board was to continue to build the foundations for a sustainable, high-performing organisation to ensure ongoing care for vulnerable families now and into the future.

The incredible growth and positive impact achieved by P2P in 2024 is outlined in our inaugural Impact Report 2024.

We look forward to 2025 with a sense of keen anticipation and



a steadfast resolve to continue making a very real difference to the lives of families who need it most.

In closing, on behalf of the Board I would like to underline how proud we are to be a part of the P2P team and everything it stands for.

**Mark McDonnell**  
Chairperson  
Pregnancy to Parenthood



## From our Executive Director

At Pregnancy to Parenthood (P2P) we are dedicated to ensuring every child and family we serve receives the support they need to build and maintain a robust foundation for their futures.

Together, with the unwavering commitment of our staff, board members, and supporters, we continue to create a comprehensive system of care, fully addressing the mental health needs of parents and their babies, paving the way for a healthier, more resilient Western Australia.

We are proud to publish our first *Impact Report*, outlining P2P's achievements and milestones

across 2024. The *Impact Report* acknowledges the passion, compassion and expertise of our staff, and the courage of our clients to aspire to better futures for their families.

P2P is Australia's only Perinatal Infant Mental Health service offered at no cost to the most vulnerable parents and babies. This is made possible by our donors who believe in the service we provide families and the power of building a future workforce that have the expertise to respond to the mental health needs of parents and their babies.

Along with our donors and Corporate Partners, our impact during 2024 was



made possible by the generous support of our dedicated P2P Board. I am deeply grateful to our Chairperson, Mark McDonnell and board members, Francine Snadden, Trudi Chesterton, and Kellie Properjohn, whose strategic contributions have been pivotal during this extraordinary phase of rapid expansion.

**Rochelle Matacz**  
Executive Director  
Pregnancy to Parenthood



# Why our Impact Matters

Adverse experiences during infancy, such as maternal depression, exposure to violence, or neglect, can have profound and lasting effects on children throughout their lifetime.

These adverse childhood experiences increase the risk of mental health disorders, chronic diseases, and societal challenges for the child later in life, imposing substantial economic burdens on healthcare systems and social services.

## Across the State and Nation

Children in Australia aged zero to four years received a mental health service

### Less than 1%<sup>1</sup>

In 2019 alone, the two most common perinatal mental health conditions, depression and anxiety, are estimated to have cost

### A\$877 million<sup>2</sup>

The cost of perinatal depression and anxiety in Australia (after a baby is born) rises to

### A\$1.2 billion<sup>3</sup>



As many as **1 in 5 Australian mothers** and **1 in 10 fathers** will experience perinatal depression or anxiety<sup>4</sup>

## 20% of WA children

are **developmentally vulnerable** on one or more areas of their development (AEDC domains) and **10% are developmentally vulnerable** in two or more areas of their development (AEDC domains)<sup>5</sup>

1. Segal, L., Guy, S., Furber, G. (2018) What is the current level of mental health service delivery and expenditure on infants, children, adolescents, and young people in Australia? Australian & New Zealand Journal of Psychiatry, Vol. 52(2) 163-172; 2. PwC Consulting Australia. The cost of perinatal depression and anxiety in Australia. November 2019; 3. P2P estimate for 2023 based on births (Department of Justice, The Registry of Births, Deaths and Marriages, January 2024) and incidence provided by PANDA 2020/21 budget submission; 4. Australian Early Development Census; 5. Australian Early Development Census (AEDC) 2021; 6. Department of Health and Aged Care. National Mental Health Workforce Strategy, 2022-2032.

# 32% Mental health workforce shortage

with only 24 endorsed PIMH professionals in WA<sup>6</sup>

## 15% of babies

show emerging mental health concerns such as developmental concerns, behavioural dysregulation, and persistent distress.

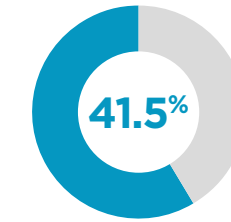
## Parents struggling

with perinatal mental health disorders are more likely to have difficulties forming positive attachments with their babies, which can lead to poor socioemotional, developmental, and health outcomes for children.

## A baby & young child's

mental health is tied to the world around them, more than at any other time in their lives.

# P2P Family Profile

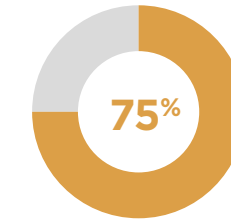


High risk for adverse health outcomes compared to 5-10% of general population



Families are at the bottom of the 40% most disadvantaged\*

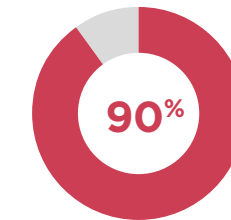
\* Based on the Index of Relative Socioeconomic Disadvantage (IRSD), which focuses on relative socioeconomic disadvantage.



P2P clients diagnosed with mental health challenges



Families who have little or no money for daily needs



Female P2P clients



Don't feel a bond to their culture indicating a high risk of social loneliness

# Our Impact in 2024

## Solid foundations for healthier, happier futures

### Family Outcomes

**245**

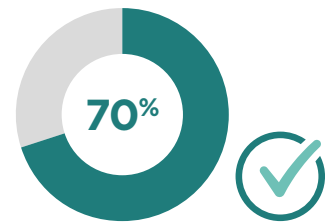
Total families assisted

**2,617**

Appointments provided

**\$0**

Amount paid by families



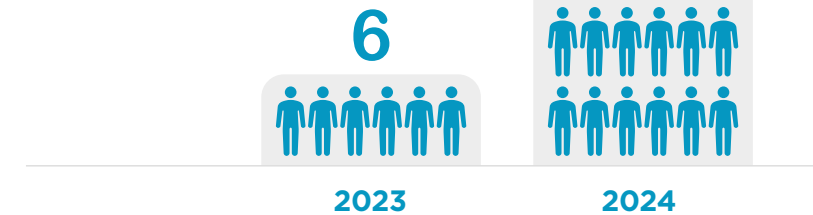
Families completing the P2P interventions who experienced significant improvements in their symptoms of perinatal depression and anxiety

**Established P2P Advisory Group** including previous P2P families and community partners to ensure practice meets needs of WA families. The Group met four times in 2024

**Appointment of an Aboriginal Cultural Consultant** ensuring P2P provides culturally safe practices with families and informs Practice operations

### Service Delivery

Staff increase from 6 in 2023 to 27, resulting in new clinical locations to support more WA families across a broader geographical scope



### **5** Internationally Endorsed IMH Practitioners

2 endorsed IMH Practitioners in 2024 lifting total to 5 Practitioners at P2P

**Addition of ABC Home Visiting Program and Child Parent Psychotherapy to Model of Care** offering families even more targeted interventions unique to the psychological challenges during this life stage

### Research

Research partnership with Bank West Curtin Economic Centre

Presented at Australian Association for Infant Mental Health, WA PIMH Symposium

Published a Chapter in Handbook of World Association for IMH and article in Infant Mental Health Journal

Presented at Infant Mental Health Week

### Specialised PIMH Training Programs

**12** Multidisciplinary practitioners in Geraldton

**7** Post-Graduate Clinical Psychology students completing PIMH placement training

**1** Masters of Clinical Psychology student placement in Geraldton

### P2P in the Community

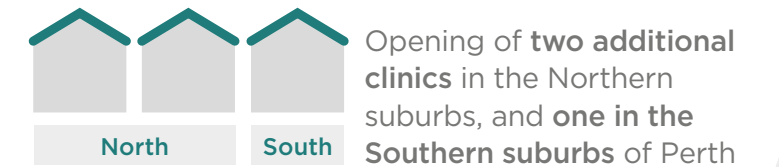
## State Finalist

Telstra Business Awards - Accelerating Women Category

## Telethon Family Festival

Engagement Day in Perth CBD

### Locations



### Number of appointments

**265** ABC Home Visits

**530** Geraldton

**1418** North Metro

**132** Online

**268** South Metro



# Our Programs

## A Safe Harbour Amidst the Storm

“Providing sensitive and responsive parenting can be challenging for expecting and new parents. At P2P we work alongside parents to empower them with skills and confidence to connect, nurture and thrive with their babies.”

P2P’s Model of Care is pioneering the delivery of effective and evidenced-based interventions within the family through our four program areas.

Recognising family is a child’s first experience of relationships which shape how they see and engage with the world, our Programs work alongside parents to empower them with the skills and confidence to connect, nurture and thrive with their babies.



### Our Programs:

1. Address an urgent need for PIMH services within Western Australia
2. Target entrenched disadvantage – helping those who need it most
3. Make intergenerational impacts – breaking the cycle of mental health patterns

Research demonstrates our Model of Care is making a meaningful impact on vulnerable families in Western Australia by:

1. Strengthening nurturing and responsive parent-child relationships
2. Enhancing parental confidence, wellbeing, and knowledge
3. Supporting the positive social and emotional development of babies and young children, and fostering resilience
4. Building social connections that contribute to thriving communities across Western Australia

## P2P Foundational Program

**187**  
Families Supported

Innovated by P2P and based on world’s best practice, this program strengthens attachments between parents and their babies through assessments, developmental guidance, therapy, and advocacy.

## PREPP Practical Resources for Effective & Responsive Postpartum Parenting

Commencing **2025**

Targeted at preventing postpartum depression, PREPP focuses on strengthening the mother/child relationship through psychotherapy, infant development education and practical caregiving skills.

## CPP Child Parent Psychotherapy

**13**  
Families Supported

Enhances the parent/child relationship, with a particular focus on reducing the impact of early childhood trauma and adversity on the child’s development.

## ABC Attachment Biobehavioural Catchup

**45**  
Families Supported

Home visiting service providing a parent coaching program working directly with caregivers and their babies.

## Case Study

# Building Stronger Foundations

Alongside the clinical service support P2P provides Western Australian families, the organisation also builds capacity and capability of Western Australian's workforce by providing training for postgraduate clinical psychology trainees and other allied health students.

In 2024, P2P also provided specialised Perinatal and Infant Mental Health (PIMH) Training Programs for organisations to build capacity in their practitioners who support families during pregnancy and early parenting.

Through the generous support of the Stan Perron Charitable Foundation, P2P has built the foundations for a more prepared and confident PIMH workforce in Geraldton, capable of supporting families to thrive during the important stage of early childhood.

**Building Stronger Foundations: Empowering the Geraldton Perinatal and Infant Mental Health Workforce Project** engaged the community through the development of a

tailored interdisciplinary training program for frontline practitioners, building local PIMH (Perinatal and Infant Mental Health) workforce capacity and generating sustainable long-term impacts for families.

P2P created an interdisciplinary training model delivered to a community of 12 dedicated multidisciplinary health providers to making a difference. "The experience in Geraldton was nothing short of remarkable," shares P2P Executive Director, Rochelle Matacz. "The Geraldton community - under-resourced yet determined and resilient - embraced the opportunity to upskill and enhance their capacity to offer high-quality, PIMH interventions in their everyday practice with highly vulnerable families. Together, we built the foundation for a more prepared and confident workforce, capable of supporting families during this uniquely important stage of life."

"One of the most rewarding aspects of this journey was watching the practitioners grow, not only in their

skills but in their commitment to each other and the families they serve. The knowledge-building, reflective supervision, and resources provided through this Project created a solid infrastructure for ongoing development."

The foundations of workplace training and expertise in PIMH have been laid in Geraldton. The Building Stronger Foundations Project shaped a model of training that can be adapted to other regional and remote areas, ensuring every community has access to the same level of support.

"Investing in the capacity of regional PIMH workforces is not just about strengthening one community - it's about creating a pathway to inform PIMH training on a state and national level. Together, we are not only building a workforce - we are shaping the future of emotional wellbeing and mental health support for children at their earliest point in life and families across Australia."





“I fell through the cracks of usual support systems like mum groups, maternal health nurse supports. I was grateful to have P2P that cared about me and my child. I could not recommend highly enough that mothers in difficult situations be able to access the P2P Clinic as I have been so fortunate to do.”



## Your Support in Action

P2P has demonstrated remarkable financial resilience and strategic growth, thanks to our diverse funding sources and prudent financial management. Our funding model is built on a combination of private donors, philanthropic organisations, state funding bodies, corporate contributions, and revenue generation through services. This diversity is key to our stability and future growth.

Our priority is to ensure the investments made by our Partners create immediate and lasting impact for Western Australian communities. Through robust governance and accountability P2P ensures funds received are directed towards where they are needed most.

### Community Impact Testimonial

“I wanted to share some feedback regarding positive experiences about Pregnancy to Parenthood services that have had such a profound effect on my ability to stay in scope with my own clinical practice and have been so rich and life changing for the clients and their families.

Through interventions with two separate families P2P has been an incredible advocate for both families, moving one parent from a space of extreme anxiety and fear to function. Along with the family support P2P has also supported me in this space to recognise the overwhelm I had been feeling because of the family’s trauma.

I would suggest 80% of my client caseload is engaged with your service via P2P psychological support or ABC Home Visiting Program. I could not provide clinical support to these clients without this being in place.

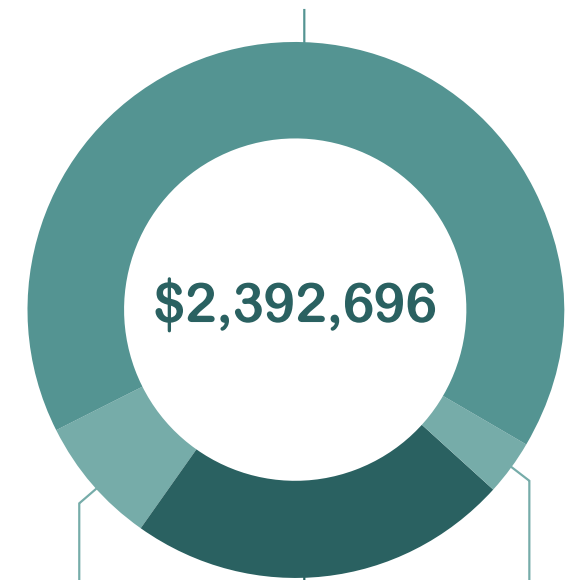
Thank you so much for all you have provided and are achieving in the maternal and infant mental health space... your organisation is a shining light.”

**Allied Health Referrer**

### Total Grant Funds Used in 2024

**66.1%**

Direct support to families through Program delivery



**\$2,392,696**

**7.6%**

Staff Support & Development

**23.1%**

Operating Costs

**3.2%**

Professional Services

# Our Partners

Underpinning the support P2P is providing to Western Australia is the belief our Partners have in our Mission.

Their belief has provided the foundational support we need to sustain our services and makes a tangible statement on the value these Partners place on the importance of families and young children for thriving communities and a successful Western Australia, now and into the future. We would like to express our gratitude to all those who have contributed.

## Grants & Funding



## Donors

ANDREW MATA CZ

ANONYMOUS DONOR

## 2024 Partners

Anne Fury  
Brian Purdy

**City of Wanneroo**  
City West Lotteries House

**Clayton Utz**  
Communicare

**Flinders Financial**  
Geraldton Sporting Aboriginal Corporation

Good to Give  
**Joondalup Health Campus**

Karl Matacz  
Kilfinan Australia

King Edward Memorial Hospital  
Lifespan Psychology Centre

**Matrix Tax and Business Advisors**  
Ngala

**Rangeway Child and Parent Centre**  
Signifi Media

St Anthony's Primary School  
**St John of God Hospital Geraldton**

Tilenni, Stiles & Associates  
Vaddis

Women's Health & Wellbeing Services

\*Partners in bold provided significant in-kind support to P2P in 2024





# Pregnancy to Parenthood™

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Pregnancy to Parenthood acknowledges the Traditional Custodians of the land on which we work and gather, paying our respects to their Elders past, present, and emerging. We honour First Nations peoples' enduring wisdom, resilience, and contributions, who have cared for and shaped these lands for countless generations. Their knowledge, culture, and insights continue to enrich our community, inspiring us to work together towards a future of shared respect, opportunity, and understanding. We are committed to walking alongside Aboriginal and Torres Strait Islander peoples in the spirit of reconciliation, recognising their invaluable contributions to our workplace, communities, and nation.