



BAF & ASSOCIATES

BAF is a catalyst for change working to address the root causes of social and community challenges. Partnering with expert associates who collectively provide specialised knowledge, skills and research capacity, we ensure solutions are deeply understood, locally informed and effective.

BAF & Associates deliver targeted insights that drive meaningful action, ultimately empowering communities to flourish. Our team responds to tenders, research initiatives, and contracts that seek to enable social, health and well-being outcomes.

Together we generate solutions that are informed, impactful, and grounded in local knowledge. We have the capacity to work regionally and nationally, and our experience team enables responses to complex needs, providing the clarity and capacity needed to spark systemic change.

Contact us through the contacts page at www.baf.org.nz

Channa Perry



An experienced senior leader with extensive experience across the public sector including Te Whatu Ora and Kainga Ora. Offers skills in leadership, strategic planning, project management, review and evaluation, service development and contract management. Experienced in the use of research, analytics, contractual information and legislation to inform evidenced-based planning and decision making. Channa's qualification include a Masters in Public Health and a BSc (Hons).

Jenny Henderson



An experienced senior leader and mentor with over two decades of experience across the NGO, government, and professional service sectors in Aotearoa and Australia. Known for her strategic clarity and empathetic leadership, she works at the intersection of health, social enterprise, and community development bringing significant experience in social innovation, strategic planning, digital transformation, governance support, and mentoring. Jenny's qualifications include PGDipHealPro., PGCertHealtSc., BSc.

Josh Maniam



Josh is an experienced leader with senior level experience in both public and multi-national private settings. He specialises in turning complex data into clear, actionable strategies that improve community outcomes. Josh has been designing outcome frameworks, KPI suites and real-time monitoring systems for multi-million-dollar health and social programmes for over a decade. Josh is a Chartered Member of the Institute of Directors, holds a Master of Science (Honours) in Pharmacology, and about to embark on a doctorate focused on developing a framework for AI use to drive organisational performance at a governance level.

Eloise Pollard



Eloise is a public health professional with a PhD from the University of Otago and experience in managing health and community-focused projects. She has a background in health system planning, qualitative research, and the evaluation of health initiatives, with a particular focus on health equity. Eloise brings skills in process and impact evaluation, alongside expertise in applying health equity assessment tools. As a member of Maranga Tāngata Tiriti, Eloise is involved in delivering adult education on Te Tiriti o Waitangi in Taranaki, supporting efforts to strengthen equity and uphold Te Tiriti commitments in Aotearoa.

Louise Tester



Louise Tester is an accomplished strategist and programme leader with over three decades of experience driving innovation, equity, and efficiency across the public, health, iwi, education and community sectors in Aotearoa New Zealand and the UK. She brings a powerful combination of governance insight, policy expertise, and project execution capability. As Managing Director of *Guild Research and Consultancy Ltd* since 2014, Louise provides high-impact support to community and public organisations in the areas of service design, project management, strategy, contracting, evaluation, research, and training. Louise holds a Ph.D. in public sector leadership from AUT and qualifications in public health, Māori cultural studies, and adult education.

Justin Clinton-Gohdes



Justin brings international experience across health, education, and social services, with strengths in mental health, addictions, housing, and community development and holds a MSc Counselling and BA Psychology. He specialises in strategic planning, stakeholder engagement, and equity-focused solutions that respond to complex systems and diverse needs.

Justin is known for his ability to build trusted relationships across diverse communities and complex organisations. He has experience and skill in facilitating workshops, projects, and initiatives that align strategy with community priorities. With deep Taranaki networks and a commitment to

whanaungatanga and collaborative impact, he adds practical insight and strategic value to work aimed at improving social and wellbeing outcomes.

Simon Cayley



Simon is Chief Executive Officer of BAF - Bishop's Action Foundation which works as a catalyst for change by supporting changemakers to launch ideas that challenge inequity. He has long-standing senior leadership experience in the local government and Not-for-profit sectors and has extensive governance experience. He is currently Chair of Wild For Taranaki and a Director of Catalyst Housing Ltd. At a national level Simon was also Co-Chair of Hui E! Community Aotearoa and Chair of the NZ Navigator Charitable Trust for many years.

Simon is an accredited mentor with The Mentoring Foundation of New Zealand and has a strong track record of mentoring people and organisations. He has an MPhil through AUT which focused on governance in the community sector. He also holds Post-Graduate Diplomas in Development Studies and Public Health.

Andrew Brock



Andrew works at BAF supporting programmes and initiatives that are making a difference in community and to people lives. Andrew has experience in senior management and governance roles within the health, sport and community sectors, with additional experience in education. He has extensive knowledge of community development and sustainability with a particular focus on the wider determinants of wellbeing. Andrew has Diplomas in Strategic Leadership and Teaching, a Bachelor of Education, and a Bachelor of Sport and Recreation. He is

Chair of the Mentoring Foundation of NZ and a board member of Mahia Mai a Whai Tara and New Plymouth Injury Safe Trust, and a Director of Catalyst Housing Ltd. He is also a Mentor with the Mentoring Foundation of NZ.