

Bruce Pilbrow Appointed to Families Commission

Press Release

13 May 2009

Bruce Pilbrow, Parents Inc.'s CEO, has been appointed to the [Families Commission](#). As a Commissioner, Bruce hopes to make a significant impact on the lives of New Zealand families.

"The main thing I'll be bringing to the Commission is a practical approach to helping families", says Bruce. "Of course research is important, and the Commission has done that well, but my main passion is giving families the tools, ideas and inspiration to really do well. That's what we already do at Parents Inc. and so my role as a Commissioner will be a natural extension of that."

Bruce's leadership at Parents Inc. has been characterised by a 'can do' attitude, managing multiple projects and achieving big results from the slim resources that the not-for-profit sector always has to cope with.

"I am sure my work at the Commission will be challenging, but with my management experience in both business and community organisations, I am looking forward to making a real contribution. I see it as an opportunity to network and bring cohesion amongst all family-related agencies."

With all the media frenzy around Christine Rankin's appointment to the Commission, some reports have also sought to politicise Bruce's appointment, and various incorrect statements have been made about Parents Inc. "Parents Inc. is politically neutral", says Bruce. "We are in no-one's pocket. Sponsors, politicians and lobby groups have all tried to recruit us to advocate for them, but we want to stay fixed on our task. If you want to see what our agenda is, it's on our wall: 'To positively impact every family'. It is families we work for, but we'll work with anyone who is working for them."

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For more information contact

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