

Children with Disability NZ

My name is Glen McMillan, and I am the CEO of Children with Disability NZ, a New Zealand-based registered charity (CC59148) dedicated to enriching the lives of disabled children and promoting a more inclusive society.

I am 66 years old and have lived with a severe disability since a childhood accident. However, disability has never defined what I can achieve.

Throughout my life I have remained active and determined, including many years participating in motorsport track days and competitive go-kart racing. I have always believed that disability should never mean exclusion.

Professionally, I have more than 20 years of experience in website design and search engine optimisation (SEO). Today, although semi-retired, I dedicate most of my time to growing and developing the work of Children with Disability NZ and advocating for greater inclusion across our communities.

Through my charity and my business, Website Design Whangarei, I have built and optimised six disability-focused websites designed to provide practical resources, guidance, and support for families, communities, and organisations.

My goal is simple: when people search for answers about disability, inclusion, or accessible environments, these websites provide clear, lived-experience guidance.



Two of these websites focus specifically on inclusive playground design and accessible play opportunities.

Accessible Playgrounds NZ features a developing national map highlighting playgrounds that provide accessible and inclusive play opportunities.

Visitors can click on each location to access detailed information about the playground, including available facilities and directions.

The goal is to help families quickly find spaces where disabled children can participate in play alongside others.

Our second website, **Inclusive Playground Equipment NZ**, is an extensive resource hub dedicated to inclusive play design. It contains practical guidance, design insights, and accessibility considerations for playground planners, councils, and community groups.

Our intention is to develop this website into the go-to resource for councils across New Zealand when planning accessible playground environments.

Both websites are now ready to move into their next phase. We are preparing to contact councils and community organisations across the country to promote these resources and encourage the adoption of inclusive design principles in playground development.



The Impact of Our Work

Even though these websites have been developed and funded personally, they are already generating significant visibility and helping connect families, communities, and councils with information about inclusive play.

Accessible Playgrounds NZ

Over the last 90 days this website has achieved:

- 31,000 search impressions in Google
- 286 clicks from search results
- 295 unique visitors from search engines

This demonstrates strong organic visibility for a specialised topic such as accessible playgrounds. Families and community members are actively searching for inclusive play spaces, and the website is helping them discover locations that welcome disabled children.

Inclusive Playground Equipment NZ

This site is newer and still under active development, but it is already gaining traction:

- 2,000 search impressions in Google
- 51 clicks from search results
- 34 unique visitors from search engines

As content continues to expand and outreach begins to councils across New Zealand, we expect this website to grow rapidly and become a leading reference for inclusive playground design.

Why This Matters

Every search impression represents someone looking for answers about accessibility, inclusion, and opportunities for disabled children to participate in play.

Our goal is to ensure that when people search for these topics, they find practical information, lived-experience guidance, and solutions that help build more inclusive communities.

With the right support and sponsorship, we can expand these platforms significantly—reaching more families, assisting more councils, and helping create playgrounds where every child has the opportunity to play and belong.

Comparing Playground Surfaces for Accessibility

Loose Bark



✘ Loose Bark

- Bogging and wheel spin
- Uneven and soft
- Hard to push or steer
- Trip hazard for walkers



Accessible Hardstand



✔ Accessible Hardstand

- Firm, stable, and slip-resistant
- Easy to push or steer
- Aids independent movement
- Safe and even



Why Sponsorship Matters

Children with Disability NZ is largely a self-funded initiative, built from lived experience and driven by a deep commitment to creating a more inclusive society for disabled children.

The websites, resources, and advocacy projects we have developed require ongoing investment in hosting, development, research, content creation, and outreach.

While I personally contribute a significant amount of time and funding, external sponsorship would allow us to grow these initiatives much faster and reach many more families, communities, and decision-makers.

With sponsorship support, we will be able to:

- Expand and maintain our disability-focused websites and online resources
- Promote inclusive playground design guidance to councils across New Zealand
- Grow the Accessible Playgrounds NZ national map, helping families find accessible play spaces
- Develop new educational resources that promote disability awareness and inclusion
- Increase outreach so that more communities consider accessibility in playground planning

By supporting Children with Disability NZ, sponsors are not simply supporting a website—they are helping build a future where disabled children are included, welcomed, and able to play alongside their peers.

Your support will help turn lived experience into practical solutions that benefit families, communities, and councils across Aotearoa.

Opportunities for Sponsors

We are pleased to offer Gold Sponsors the opportunity to have their accessible playground products featured on our website Inclusive Playground Equipment NZ, a growing online resource designed to support councils, community groups, and organisations planning inclusive playgrounds.

This platform allows sponsors to showcase their inclusive play equipment directly to the audiences who are actively searching for solutions—particularly local councils, playground designers, schools, and community organisations.

We are also developing a concept to link directly to our sponsors' websites and highlight important information such as industry awards, accessibility innovations, and recognised achievements.

Where appropriate, this information can also be referenced on individual accessible playground listings, giving sponsors the opportunity to demonstrate the quality and impact of their work.

In addition, we are keen to collaborate with forward-thinking organisations to help co-design safe, practical, and cost-effective inclusive playground equipment.

Drawing on lived experience and community feedback, this initiative aims to ensure that playground design truly reflects the needs of disabled children and their families.

Current Projects 2026

Children with Disability NZ is currently progressing a project to improve inclusive play opportunities at Pohe Island Playground in Whangārei.

Our charity has applied for a \$100,000 infrastructure grant to install two or more pieces of accessible playground equipment in a dedicated section adjoining the existing playground.

The proposed installation includes a wheelchair-accessible seesaw and an accessible swing, creating meaningful play opportunities for children who are currently unable to participate in many traditional playground activities.

The project area would cover approximately 80 square metres, providing space for the equipment along with safe surfacing and appropriate accessibility considerations.

We have already obtained supplier quotes, and the funding application is currently under consideration. Encouragingly, the project has received strong community support, reflecting a growing awareness of the importance of inclusive play spaces.

If successful, this project will help demonstrate how relatively small additions to existing playgrounds can make a transformational difference for disabled children and their families.

For many disabled children, opportunities like this are not just about play—they are about finally being included.

Who Should Partner With Us

Connecting the Right Businesses with the Right Communities
At Children with Disability NZ, we are actively building platforms that connect families, communities, and councils with accessible solutions.

This creates a unique opportunity for businesses whose products or services align with accessibility, inclusion, and community wellbeing. We are not simply seeking sponsors—we are building partnerships with organisations that want to be visible where real decisions are being made.

Businesses That Benefit Most From Sponsorship

1. Playground & Recreation Suppliers

Who this includes:

- Playground equipment manufacturers
- Accessible play equipment specialists
- Safety surfacing providers
- Outdoor recreation designers

Why this is a strong fit:

Our websites directly target councils, schools, and community groups actively planning playground upgrades.

👉 Sponsorship places your products in front of decision-makers at the exact moment they are researching solutions.

2. Construction & Infrastructure Companies

Who this includes:

- Civil contractors
- Landscape designers
- Park and reserve developers
- Project management firms

Why this matters:

Inclusive playgrounds are infrastructure projects.

👉 We help generate demand. You help deliver the outcome.

3. Disability-Focused Businesses & Service Providers

Who this includes:

- Mobility equipment suppliers
- Therapy providers
- Disability support organisations
- Assistive technology companies

Why this is powerful:

Your audience is already engaged with accessibility.

👉 Sponsorship aligns your brand with practical inclusion—not just awareness.

4. Tourism & Hospitality (Disability-Friendly Experiences)

Who this includes:

- Accessible accommodation providers
- Tourism operators
- Holiday parks
- Regional tourism organisations

Why this works:

Families actively search for accessible destinations and experiences.

👉 Sponsorship positions your business as inclusive, welcoming, and accessible—a major decision factor for travelling families.

5. Corporate & Community-Focused Businesses

Who this includes:

- Banks and financial institutions
- Insurance companies
- Large national brands
- Local businesses wanting community impact

Why this matters:

These organisations often have CSR (Corporate Social Responsibility) goals.

👉 Sponsorship provides a visible, measurable, and meaningful impact in local communities.

6. Property Developers & Housing Groups

Who this includes:

- Residential developers
- Retirement village operators
- Community housing providers

Why this is relevant:

Inclusive design is becoming a core expectation in modern developments.

- ☛ Supporting inclusive play strengthens your brand as forward-thinking and community-focused.

7. Education Sector & Suppliers

Who this includes:

- Schools and early childhood providers
- Education suppliers
- Training organisations

Why this fits:

Inclusive play is directly linked to learning, development, and participation.

- ☛ Sponsorship aligns with inclusive education outcomes.



Why These Partnerships Work

Our platforms attract:

- Families searching for accessible spaces
- Councils planning playground upgrades
- Community groups seeking funding and ideas
- Organisations looking for proven inclusive solutions

This means your business is not just seen—it is seen by the right audience at the right time.

What Makes This Different

This is not traditional advertising.

- ✓ Lived-experience-led guidance
- ✓ High-intent search traffic (people actively looking for solutions)
- ✓ Direct connection to councils and decision-makers
- ✓ A growing national platform focused on inclusion

We are building influence in a space that is only going to grow.

A Simple Way to Say It

“We connect businesses that provide inclusive solutions with the communities actively searching for them.”

Call to Action

If your business supports accessibility, inclusion, or community wellbeing, we would love to explore a partnership with you.

- 👉 Together, we can create environments where every child can play, belong, and thrive.

Thank you for taking the time to consider supporting Children with Disability NZ.

I would welcome the opportunity to discuss how your organisation could partner with us to help grow these initiatives and make a meaningful difference in the lives of disabled children and their families.

Together, we can help build communities where every child has the opportunity to play, belong, and thrive.

Please feel free to contact me at your convenience. I would be happy to provide further information or discuss potential sponsorship opportunities.

Kind regards,
Glen McMillan
CEO – Children with Disability NZ
Registered Charity CC59148

