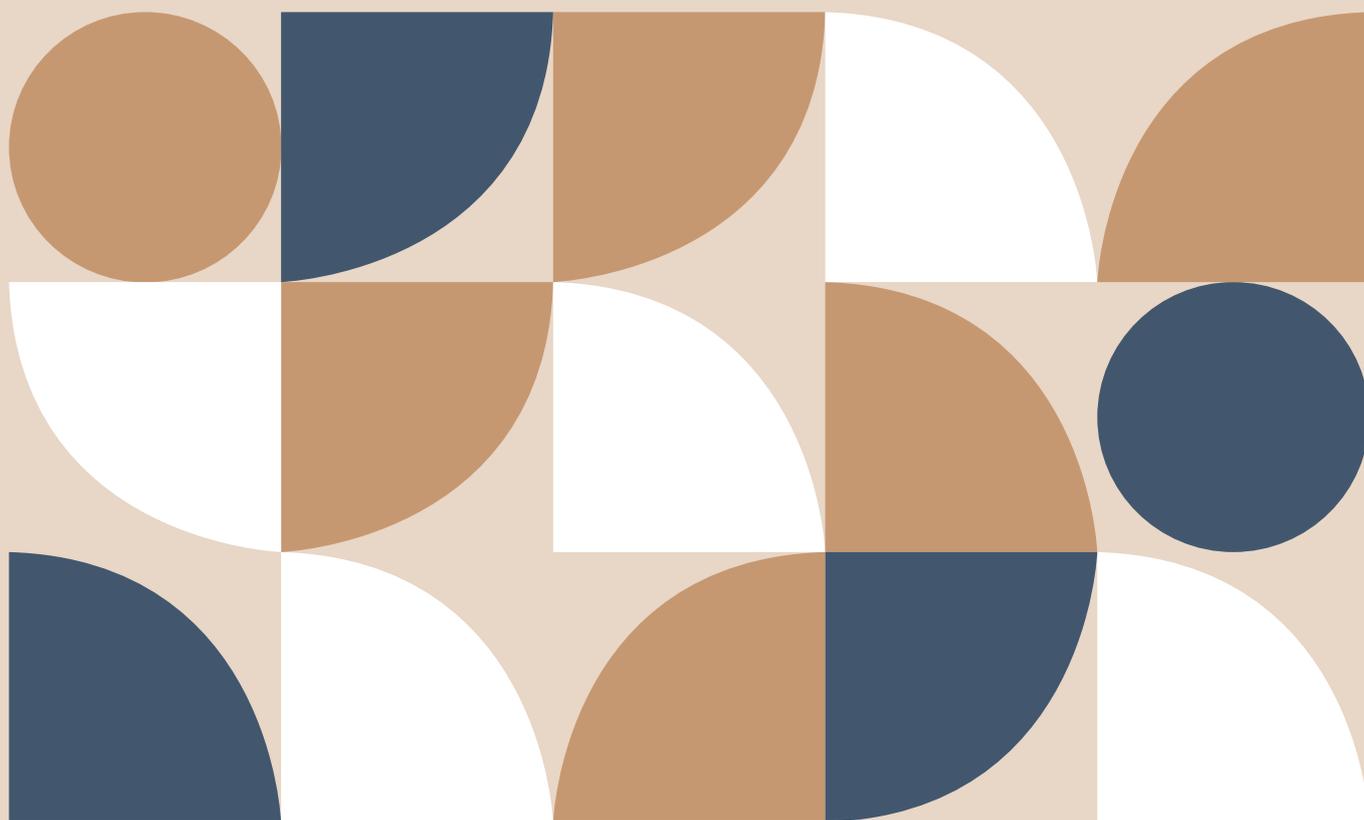


Doing the Right Thing

2022 Sustainability Report



WRIGHT
COMMUNICATIONS



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The Wright Way

Welcome to our fifth sustainability report, a reflection of how we, as a small but powerful team of communications experts, have truly walked the sustainability talk while helping companies across New Zealand to “do the right thing” and pursue purpose beyond profit.



It is always an interesting twist to put ourselves under scrutiny in the same way we challenge some of New Zealand biggest businesses. However, as we well know, there is enormous value in taking time to pause, reflect, talk to our stakeholders and openly tell our story to ensure we are making progress in all the ways that really matter.

The year 2022 proved to be yet another disruptive year for Aotearoa New Zealand, with Omicron entering our lexicon over the Christmas/New Year break and new home isolation rules introduced by the Government.

This challenged us to take flexible working to a whole new level so we could continue to provide a seamless service to clients both within New Zealand and abroad, whatever the pandemic threw our way. We embraced a new rhythm where we all work together in the office Monday to Thursday and remotely on Fridays. It's a formula that works well for our team members and clients.

Like many other businesses, rates of illness certainly skyrocketed within our team through the winter months, not just as a result of Covid-19 but also influenza. Supporting our people to care for unwell dependents also became a significant issue. We are proud of the way we shared the load and filled the gaps to get through this incredibly challenging time.

In addition to extra sick leave, we made a significant investment in technology throughout

2022, to make it even easier for people to work from home at a moment's notice and stay connected to clients and colleagues.

We also upped our game when it came to masking in the office with KN96 medical grade masks replacing the fashionable fabric masks we had relied on through 2021.

At a time where rates of mental ill health have soared, we are also proud of the ways we paved the way for greater work/life balance so our team can be healthier, happier, and more resilient. We also know flexible working provisions are crucial to attracting and retaining top talent and are committed to reviewing and refining what we can offer in this space.

We enjoyed some great wins throughout the year with many new clients seeking out our specialist, sustainability strategic planning and story-telling skills. We also won a major competitive pitch which was a real morale boost for the team. This new work provides truly satisfying mahi for our growing team, especially our junior staff, enabling them to learn and develop at pace.

In addition to the many sustainability reports we produced for corporates, co-ops, and government agencies we have also enjoyed providing full-service communications support to a wide range of organisations, from New Zealand SMEs to multinational companies, local government bodies and charitable organisations.

At the heart of it, Wright Communications remains an organisation which lives and breathes its core values every day - Genuine Connections, Delivering Exciting Work, Having Each Other's Back and Doing the Right Thing.

Coupled with an unwavering commitment to our niche in sustainability communications, these values guide our behaviour and thinking and have helped us develop a culture which truly sets us apart and opens the door for a diverse range of work.

Part of our credo is to give back - purpose beyond profit - and the team has made a significant contribution in its work for charities, providing a lot of pro bono and after-hours support for our not-for-profit clients like Presbyterian Support Northern and Surf Life Saving Northern Region.

All of this reflects how sustainability is a huge motivation for us as a team which puts us in good stead as we pursue B-Corp certification.

On a personal level, as a business owner, I am hugely grateful to have retained some of New Zealand's leading communicators and welcomed new talent with fresh perspectives during a year of higher-than-normal staff turnover. I believe we have the right team for the ever-evolving types of issues our clients want us to address and know that the culture remains as kind and supportive and steadfast as ever.



Nikki Wright
Managing Director
Wright Communications

THE WRIGHT WAY



About Wright Communications

In 2022 we have worked alongside owners of famous global and local brands as they took their sustainability strategies and initiatives deeper and deeper into their business operations, production and supply chains.

When a company such as Unilever sets about removing plastics from its value chain or introduces a four-day working week, you have evidence that the corporate world is accelerating its attempt to reduce its environmental footprint or address societal needs.

Many of our clients are taking the lead on climate action, freshwater improvement, plant-based foods and environmentally-responsible construction. During 2022 we worked with Toyota, Unilever, EnviroNZ, Glad and Toitū - to name a few - to tell their positive stories of sustainable action.



Toyota New Zealand is part of a broad coalition of partners that have come together to create Waka Aronui, a pioneering community-based car leasing scheme in Auckland. We supported Toyota with the launch of Waka Aronui on 26 May at the Ngā Whare Waatea Marae in Favona, Auckland. In the scheme, 20 families each lease a low-emitting hybrid electric Toyota Corolla wagon for a set fee of \$95 per week.

We also dedicate our time, effort and public relations and strategic communications expertise to support the not-for-profit sector.

In the past year we're proud to have provided our storytelling skills to causes that we care about, and to have served the community with heavily discounted professional fees for those working on campaigns that strengthen the fabric of our society, and those committed to reversing the decline of our natural capital.

At Wright Communications we provide strategic PR services at reduced rates for registered not-for-profits with the Charities Commission. In 2022, we were privileged to provide strategic communications management to the following charities for the betterment of New Zealand:

- Dry-July
- Meningitis Foundation
- Surf Life Saving Northern Region
- Presbyterian Support North
- Shine and Lifeline
- Environmental Choice NZ
- The Aotearoa Circle
- Mercy Hospice
- Share My Super
- Toitū Tahua: Centre for Sustainable Finance

This year the consultancy has contributed \$100,000 to charitable storytelling for the below organisations:



Expertise in Sustainability Reporting

Increasingly organisations are being required to report on a wide range of sustainability issues – from impact on climate change and energy use to gender pay gaps and human slavery in their supply chain. At the same time, the number of possible frameworks or standards to use for sustainability reports is proliferating.

In avoiding a rigid, cookie-cutter report for every client, Wright Communications guides its clients through the multiple options for reporting and creates structured roadmaps that provide a clear route to introduce sustainability reporting and thinking into an organisation. Each report is unique and authentic to the client's company. In the last 12 months, Wright Communications has penned sustainability reports for a large range of clients.

Over the last decade, a range of insightful reports have been produced for retailers, manufacturers, primary producers, energy companies and technology businesses. Our expertise has expanded from the GRI Standards to the Integrated Reporting framework and we now use either (or a combination of both) depending on the client's strategic approach to annual reporting.

Our corporate team has been flat-out, with new work in the sustainability reporting area for corporates in the financial services, retail, automotive sectors and certain government agencies.

During the year we also helped The Aotearoa Circle and Toitū Envirocare with a wide range of communications activities.

While we have been helping particular companies report on the awesome work they have been doing, more broadly it does feel as though some sustainability gains in the New Zealand marketplace have been eroded, such as increased use of packaging to provide food safety, the inability to use reusable cups for coffee at cafes under lockdown, and reduced use of public transport because of perceived health risks or possibly financial hardship.

On the positive side, carbon emissions have reduced significantly from the reduction in air travel and car usage.

There is no doubt business is currently prioritising economic recovery, but in our experience companies are not turning off the tap on sustainability projects. Those projects are inextricably linked to future economic prosperity.

Whether a business is just starting out or strengthening its focus on sustainability, we're committed to supporting our clients at every step of the journey.



What Matters Most

Towards the end of this year, we conducted a materiality assessment with our internal and external stakeholders to identify the material topics that impact our business and our working lives. We also discussed the impact we, as a team, have on the environment and the community.

The subsequent list of material topics was used to guide the content of this Sustainability Report. We have chosen to structure this Report on the top 10 material topics.

Our most significant material issue for 2022 was client retention closely followed by matching our services to client needs. The growth in digital content platforms also emerged as a key topic. This has been an important topic for PR agencies for several years and continues to gain traction as we expand our service offering to cater for a growing demand for social media campaigns in addition to traditional media campaigns in broadcast and print channels. An increasing number of digital media platforms have

emerged and previously published titles have gone digital-only.

For the first time Te Ao Māori emerged in the list and shot straight to a number four ranking.

With the tight talent market it is not surprising that the talent pipeline, professional development of our team and retention are hot topics.

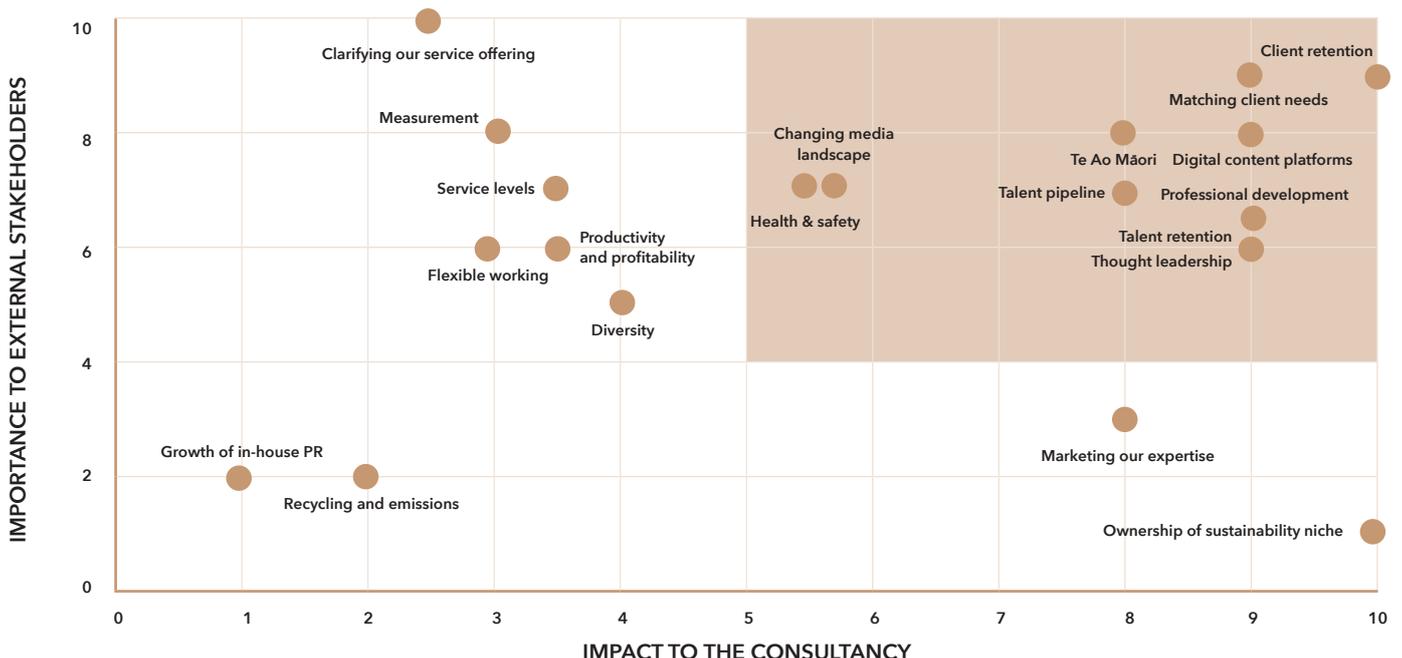
Showcasing our thought leadership and keeping tabs on the changing media landscape are also highlighted.

With COVID-19, and the introduction of more formalised flexible working, managing stress levels and the mental wellbeing of our people is crucial.

Our top 10 material topics in 2022 were:

- 1 Client retention
- 2 Matching our services to client needs
- 3 Digital content platforms
- 4 Te Ao Māori
- 5 Talent pipeline
- 6 Professional development
- 7 Talent retention
- 8 Thought leadership
- 9 Changing media landscape
- 10 Health & Safety

MATERIALITY MATRIX



Aligning with UN Sustainable Development Goals

Wright Communications has moved beyond merely mapping to the Sustainable Development Goals (SDGs) set by the United Nations. We now focus on meaningfully relating these goals to our business strategy in order to use them to build our organisation’s sustainability culture. We’ve taken our values and material topics and committed to some tangible, real-life targets that relate to the SDGs. These are reflected in the following diagram, and throughout this report as targets that are related to each of our topics.



Key Targets and Updates as Mapped Against SDGs

SDG 3: Good Health and Wellbeing

- Develop a staff policy that includes flexible working, diversity and inclusion.
 - *Completed ✓*
- Develop a monthly programme of volunteering and social outings to enhance the mental wellbeing of our team.
 - *Started*

SDG 4: Quality Education

- Develop career pathway plans collaboratively for all consultants.
 - These have been completed for all consultants that celebrated the anniversary of their employment with Wright Communications during the year.
 - Participate in PRINZ’s professional development programme.
 - *Ongoing.*

SDG 5: Gender Equality

- Address the gender imbalance through mentoring of AUT third year PR students to balance representation of males and females, encouraging younger males into the profession.

- *Annually*

SDG 8: Decent Work and Economic Growth

- Become the go-to PR agency for sustainability storytelling and reporting.
 - *Ongoing*

SDG 10: Reduced Inequalities

- Address the ethnic imbalance through partnering with PRINZ on their D&I workstream to balance representation of ethnic minorities in the PR profession in New Zealand.
 - *Starting in 2023, requires significant time and industry-wide collaboration.*

SDG 12: Responsible Consumption and Production

- Develop a Sustainable Procurement Policy.
 - *Completed ✓*

SDG 13: Climate Action

- Work with Toitū to develop an emissions management plan and set carbon reduction targets. We are committing to halving our emissions by 2025 (against baseline year) to stay within 1.5° of global warming.
 - *Ongoing*

Client Services

CLIENT RETENTION

Client retention is one of the stand-out achievements of the firm and an ongoing challenge. We pride ourselves on understanding client needs, the value we add, and the deep relationships of mutual trust and respect that have been created.

Our clients have been incredibly loyal to us and they enjoy their depth of connection with their account directors at Wright. We choose to largely operate a retainer model – alongside undertaking key projects – meaning we can afford to be proactive. While we operate a sliding scale of charge-out rates for most clients and services, we offer heavily discounted rates for all non-profit organisations.

Wright Communications has 18 monthly retainer clients. Nine of these retainer clients have stayed with the consultancy for five years or more, including:

✔ Toyota	14 years
✔ Lexus	14 years
✔ Wainhouse Distribution	14 years
✔ Kantar	11 years
✔ Presbyterian Support Northern	9 years
✔ Environmental Choice	8 years
✔ Surf Life Saving Northern Region	7 years
✔ Forsyth Barr	5 years
✔ NZ Kiwifruit Growers	5 years



We're incredibly proud of our 14-year PR relationship with Toyota New Zealand and relish our status of trusted advisor to CEO Neeraj Lala.



The Corporate Reputation Index is an annual study using the globally validated RepZ framework for measuring reputation, created in collaboration with our valued client, Kantar.



For seven years we've helped spread beach safety and drowning prevention messages in the media on behalf of Surf Lifesaving Northern Region.

MATCHING OUR SERVICES TO CLIENTS NEEDS

To some, sustainability is about reducing waste, energy consumption and emissions. For many of our clients, however, sustainability affects the very core of the way they do business.

Not only is there increasing interest from customers, investors and regulators in how companies handle Environment, Social and Governance (ESG) factors, over the past three years there has also been growing legislative pressure.

For example, during its latest term in government, Labour has made major changes to how we measure and pay for emissions.

This includes introducing legislation that will mean listed companies, along with the likes of banks, insurers and financial services providers, must report on climate-related risks and opportunities, starting in the 2023 financial year.

The Zero Carbon Act means many of our clients face increased challenges in how they play their part to help meet the 2050 zero emissions target that will come from domestic change alone.

New strategy and legislation is also under development to set New Zealand's direction

towards a low-waste economy. This will include setting targets to reduce waste and make better use of resources.

For Wright Communications, the evolving sustainability landscape means we are adjusting our offering to ensure we constantly remain up to date in ways we can support our clients.

This year alone, we wrote six annual sustainability reports - more than we have ever done before.

We assisted our clients to communicate a broad range of sustainability initiatives, from implementation of the four-day work week, to demonstrating a rural region's worthiness of government support.

While we still use tried and tested channels - such as supporting our clients with interviews on TVNZ's Breakfast show or Mike Hosking's top-rated radio show - we are also boosting our digital offering.

This year, we have added yet another social media expert who can guide our clients to use the most appropriate outlet, whether that's using influencers, or focusing on their own content spread via the likes of Tiktok, Facebook or Instagram.

We have worked hard to ensure that the expertise available to our clients reflects both changing external expectations and changing channel audiences.



A selection of some of the sustainability and climate risk reporting the team at Wright Communications has contributed to this year.

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Talent Management

TALENT PIPELINE

At Wright, we take great care to ensure our talent pipeline is stocked with great candidates.

While we have experienced greater than usual employee turnover this year, we have been fortunate to have talent in reserve.

This meant that when the time came to fill vacancies, we had enough suitable internally-developed talent that we were able to promote from within. We were also able to tap our networks to attract candidates who were not actually looking for new jobs but were happy to move to us.

A talent pipeline does not happen without a sustained, hands-on approach.

While we have been careful to foster an excellent reputation within the industry as a great place to work, this alone is not enough.

Wright Communications has kept an eye on the horizon, with a strategy that takes into account evolving needs of clients over the coming one to five years.

We have mapped the kind of talent we will need to respond to our client needs, and aligned our work culture to ensure we are attractive to those people.

For example, we know we need senior talent to help us respond adequately to evolving client needs. Many of our current seniors have expressed aversion to office politics and a liking for varied clients, so we have created a supportive team culture that values teamwork and a varied and inspiring client roster.

A talent pipeline does not happen without a sustained, hands-on approach.

We know we need juniors in order to create a pool of developing talent. Our current juniors have let us know they value mentoring and opportunities to grow professionally, so we ensure our workplace is able to support them in this capacity.

While we are comfortable that our current team reflects diversity across age, experience, gender and orientation, we recognise that our changing workforce has resulted in a lack of balance in ethnic diversity this year.

We look forward to continuing to focus on balancing our team makeup as vacancies allow.

PROMOTING FROM WITHIN

Harry and Amy were promoted internally.



Harry Willis



Amy McWhannell

PROFESSIONAL DEVELOPMENT

Our people are the lifeblood of the business and their personal and professional satisfaction is just as important as that of our clients. They are an experienced, dedicated group with a comprehensive and diverse range of skills. It's another point of difference for us in the market, where agencies in particular often now have a high number of junior staff that frequently turn over. This structure makes for a stimulating, collaborative culture internally, which also delivers value to clients.

All consultants at Wright Communications are given paid memberships to the Public Relations Institute of New Zealand (PRINZ) to provide free access to the Continuing Professional Development programme.

The PRINZ Code of Ethics is prominently displayed for internal and external awareness. This is a critical document for our consultancy as it underpins our role as professional advisors, one we take very seriously.

During the course of the year team members participate in a range of webinars and online events to increase their competency against the industry's body of knowledge. Additionally, several of our senior practitioners host online learning sessions for other industry participants or contribute to webinar panels and mentoring of younger practitioners.

All employees have comprehensive Job Descriptions developed in line with the Public Relations Institute of Australia (PRIA) professional framework, and at their annual performance review a career pathway is discussed to enable career advancement at Wright Communications. Any identified skills gaps will be plugged with training on the job or via an external provider.

Internal Knowledge Sharing Sessions

We get together regularly for a lunch and learn session with our colleagues. It's an opportunity for team members to either share something interesting they've been working on if they think it could benefit the skill development of others, or they can present an interesting PR trend.

This year we have participated in the following sessions:

- An employee communications session presented by Ron Murray about his book 'Talking with your people'.
- Online presentations from Megan West-Hill and Harry Willis on recent influencer campaigns. Toyota Electrification and GLAD Ocean Plastics.
- A presentation by Tim Marshall on stakeholder engagement, following his experience with the Reimagining Tāmaki Makaurau report and what the team might think about when working on new campaigns.
- A session given by Richard Gordon and discussion around the key trends in sustainability reporting.
- A session given by Tim Marshall on the PRINZ Code of Ethics.
- A session presented by Nikki Wright on sustainability storytelling.
- A session presented by Juliette Desborough-Mitcalfe and Harry Willis on trends in digital content platforms.
- A session presented by Ellie Martel on an overview of the changing media landscape.

Our people are the lifeblood of the business and their personal and professional satisfaction is just as important as that of our clients. They are an experienced, dedicated group with a comprehensive and diverse range of skills.

TALENT RETENTION

Our team’s personal and professional satisfaction are as important as client satisfaction. Retaining key staff is important as it provides continuity of service to our valued clients and a stable working environment for our team members.

Unlike agencies with high numbers of junior staff and frequent turnover, ours is an experienced, dedicated group with a comprehensive range of skills.

Today, our core consulting team numbers 11 highly talented people with two support workers in office management and finance. In 2019 and 2020 despite the impacts of COVID-19, our consultant retention rate was 100%. In 2021 we had minimal turnover with two junior staff moving on to larger agencies who actively recruited them, undoubtedly recognising the excellent training they received at Wright. This year we farewelled three senior consultants that had been with us for a combined 12 years of service. We look forward to keeping in touch with our alumni.

Recruiting for these incredibly talented consultants was challenging in such a tight labour market. However, we decided to use it as an opportunity to focus on diversity of talent, regardless of location or hours and that resulted in an internal promotion, one external hire, and the creation of a job-share role with one of the team working outside of Auckland. Has it worked? Yes and no.

It’s connected us to talent that we wouldn’t have found if we’d restricted our recruitment to participants that could work a 40-hour week based in Auckland. What we’ve discovered though is that remote working with no regular scheduled in-person collaboration is pretty hard on both parties. It’s something we’re really excited to keep pursuing and are motivated to find new ways to make it work.

Finally, we faced a moral dilemma with the third replacement. Remember the saying from childhood, two wrongs don’t make a right? As we faced staff being poached by competing agencies with irresistible offers, in the depths of recruitment

RECRUITING SKILLED PRACTITIONERS



We welcomed Rob Fitzgerald, Ellie Martel and Juliette Desborough-Mitcalfe to the team.

despair, I went there myself and we poached a new team member from another agency. As grateful as we were that we were an attractive option for this candidate it didn’t feel great. Did it align with our core value of Doing the right thing? Maybe not. The learning is to focus on building a talent pipeline proactively throughout the year and to lean on external contractors when facing capacity constraints. To this end, we have found two supportive external contractors to remain on tap for overflow work. We have proactively put these consultants on our website so our clients can put a face to name and feel confident that the consultants have been inducted into our way of doing things.

The consultancy comprises nine women and four men. Average age is 41, with good gender diversity at the senior consulting level including a female leader at the helm.

We’re egalitarian and do not operate a typical hierarchy. Our consultants are “senior doers” and regularly collaborate on creative ideas and problem-solving with their peers and clients.

We strive to create a healthy and encouraging environment that stimulates staff and reflects their values through flexible hours and work location. Our Flexible Working Policy has become an invaluable guiding document for our team, especially during lockdown.

Our people are recognised for their work, both professionally and personally, through our peer-nominated Reward & Recognition programme which sees one lucky team member receive a \$200 restaurant or spa voucher at the start of each month.

We enjoy a positive team culture which aids staff retention. On Mondays we discuss priorities for the week ahead at a team WIP (the business buys everyone a coffee or similar in recycled cups). At Thursday's "Diamond and Coal" debriefing sessions, positive client feedback is taken out of our "Jar of Awesome" and read aloud by Nikki. The feedback is then posted on our "Wall of WOW" for all team members to see.

Performance-based remuneration is reviewed annually with client satisfaction and staff feedback considered. We pay our interns and office cleaners the official Living Wage.

We are pleased to stay connected to many of our alumni, some of whom have contributed testimonials of their time working at Wright Communications.



“Wright Communications’ focus on sustainability drew me to join the team, and in the next four years, I was privileged to work with some of New Zealand’s biggest brands and most impactful non-profits. I loved working on all aspects of sustainability, from materiality reports to story telling. The team members at Wright are wonderful people and I count many as friends.”

Alumnae: Catherine Bright
Senior Communications Advisor,
Ministry for the Environment



Health and Safety

In a business where time is money, our challenge is to maximise productivity while minimising stress.

The day-to-day work life at Wright Communications values a healthy environment that stimulates staff and that fits with their values as people. The office is modern and showcases our love of pot plants. There is a fresh-fruit delivery every Monday, eco-cleaning products are used on the office's surface areas and for hand washing, and we have a supply of meditation cushions for those that wish to take a mental health break during the working day.

The wellbeing of our team is the number one priority for our founder and Managing Director Nikki Wright.

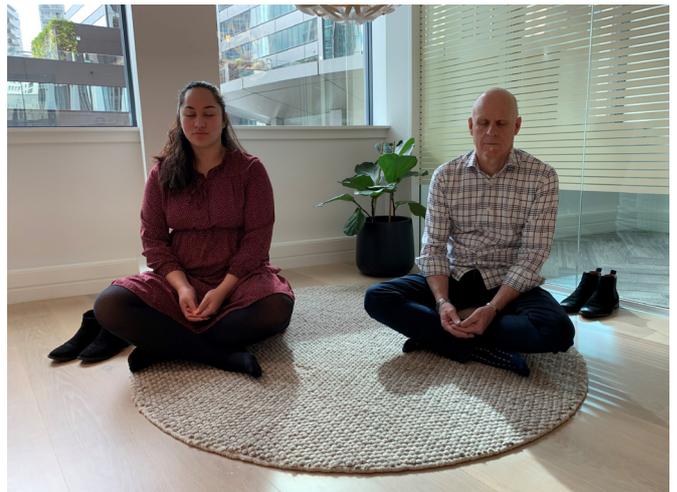
The business' Flexible Working Policy enables flexibility around hours of work to meet other demands on our team's time.

Luckily, all team members are able to work from home, ours being a straight-forward office-based business, but there is no denying it is hard and a compromise.

The business has been quick to share information that will keep team members unstressed from weekly sessions, called Diamond & Coal, where we could talk freely with our colleagues about our highs and lows to support our mental health.

We rallied around supporting charities together and using our PR skills for good deeds which definitely gave us all a morale boost.

We also held a Mental Health Day in November - a paid day off - as a thank you from the company for the team's hard work during the year.



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Media Landscape

DIGITAL CONTENT PLATFORMS

We live in an increasingly digital world. This creates demand for brands, companies and charities to communicate and engage with their stakeholders in a digital environment.

Some of our clients have highly sophisticated digital marketing while for others there is patchy use of digital assets and platforms. Certain clients are evolving their e-commerce offerings while others may be yet to establish a social media presence. We meet clients where they are at in their digitalisation journey and support them as required to grow their online audience and community - whether it's to educate, inform, inspire, or even fund-raise.

While we are not digital marketers per se, we do need to continuously evolve our skill-sets and be proficient at social media strategy, copywriting and post design, video content development and captioning, social media influencer marketing and reporting.

What we find incredibly satisfying about digital communications is the ability to prove the ROI for clients. Whether its sticker taps, click-throughs, engagement, unique web visitors, shares, or funds raised we can transparently provide the data to inform the further enhancement of the campaign in a timely manner.

CHANGING MEDIA LANDSCAPE

The last three years have seen huge change in the New Zealand media landscape.

The early stages of the pandemic started dramatically for mainstream media. From the sale of an ailing Stuff by Australia's Nine Entertainment for \$1 to the company's CEO, to the abrupt closure of a number of iconic Bauer mastheads such as the New Zealand Listener, Woman's Day and KiaOra, the bloodletting continued as NZME laid off 200 staff.



Since then, however, Stuff has stabilised to the point where it is once again New Zealand's top news website. Buyers were found for Bauer's publications, which are open again under new ownership and, in most cases, thriving with increased readership.

Discovery, which bought Mediaworks' Newshub and Channel Three, is adding a new half hour news programme at 8pm, and expanding The AM Show to start half an hour earlier at 5.30am.

The niche online business media website BusinessDesk, bought last year by NZME, continues to add journalists, while the new talk radio station Today FM has attracted big name presenters such as Tova O'Brien.

In fact, most media outlets have added journalists, mostly thanks to the Government's \$55 million, three-year Public Interest Journalism Fund (PIJF). This has enabled the establishment of 122 extra reporters.

Offsetting this, New Zealand's borders reopened, and many journalists departed for a delayed OE or were hired into communications roles by corporates experiencing their own employee shortages. Those who left put further strain on newsrooms already struggling to hire into the additional roles, while at the same time dealing with COVID infection waves among remaining staff.

Wright Communications has noticed some outlets are hungry for news while others are strapped for resources. Often, when we pitch stories to journalists, we are told journalists are away sick or a particular position has not yet

been filled by a specialist journalist, or that our usual contact has been pulled temporarily into management to fill gaps. They are less likely to have time to leave the office and are more likely to be junior.

Fortunately, having a mix of senior and younger PR practitioners at Wright means we can share our best contacts with each other and brainstorm innovative ways to approach media.

For example, strong relationships with key journalists mean we are able to gain access to place exclusives with senior contacts. An interesting trend has seen Stuff and the NZ Herald become more comfortable with their online platforms and start using them in new ways, such as live lunchtime panel sessions, giving our clients new ways to reach diverse audiences. We now ensure our client talent is trained not only for phone or live interviews, but also for online interviews without support nearby, perhaps as they work from home.

Looking ahead, next year will bring further changes, the biggest of which is the expiry of the PIJF.

It will be interesting to see whether mainstream newsrooms drop their staffing levels, to what extent an inflationary economy supports advertising rates to prop up news production, and whether Meta and Google will start content payments to make a difference to publishers' bottom lines.

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Business Activities

TE AO MĀORI

At Wright Communications we are committed to improving our knowledge and practice of te reo, tikanga and Te Ao Māori. We know we have a long way to go, but it is already enriching our understanding and appreciation of the land and tangata whenua of Aotearoa New Zealand.

Training

We worked with Anita Gill of Te Puna Reo Māori to train our team in cultural competency over a refresher 4 week course. This included Te Tiriti ō Waitangi (Treaty of Waitangi), te reo in the workplace and pronunciation.

Pepeha

We have each written our own pepeha, which we have practiced saying internally. We have occasionally used a condensed version to introduce ourselves at certain client meetings.

Client advice

We have contracted the services of Aroha Mane to support us with the development of a case study on the Mana Whenua Forum for our client City Rail Link. This was a fulfilling collaboration and gave us practical experience engaging with mana whenua stakeholders.

THOUGHT LEADERSHIP

Each month we supply our clients with our latest thinking. Over the past 12 months, we have penned thought pieces on a range of topics from trends in PR through to crisis and issues management.

Our Blog Headlines for 2022:

- Five PR Trends to Watch in 2022
- Peeling Can Be Revealing (employee communications)
- The Changing Media Landscape
- Opportunities for NZ Businesses as Kiwis Commit to Sustainability
- Sustainability Reporting Gets to the Point
- Fighting For Fluff
- The Importance of Corporate Reputation in Challenging Times
- Top Tips for Getting Media Coverage for your Organisation's Climate Action
- The Invisible Race to City Hall
- Is Te Ao Māori Influencing the Way We Do Business?
- Social License to Operate, or not so much?



Anita Gill of Te Puna Reo Māori leads us in a Te Ao Māori training session.

Sustainability Matters

CARBON ACTION

Under the Toitū Envirocare carbonzero programme, Wright Communications has been verified carbon neutral for the fifth consecutive year in 2022 and purchased eight gold standard credits to offset the unavoidable emissions associated with our business activity.

We reduced our footprint by 52% from our base-year total of 15.39 tCO₂e. However, we also had three months-plus in lockdown so there was limited car use, zero air travel and reduced electricity usage for air-conditioning and heating. We need to keep thinking of innovative ways to reduce our carbon emissions.

Reporting under Toitū Envirocare encourages organisations to pursue sustainable prosperity and reverse the decline of New Zealand’s natural resources. Toitū Envirocare helped us measure the organisational footprint of our 7.44 CO₂ equivalent tonnes.

As a member of the Climate Leaders Coalition, Wright Communications is committed to setting a greenhouse gas emission reduction target. Although our carbon footprint is relatively small we are committing to halving our emissions by 2025 (against baseline year) to stay within 1.5° of global warming.

Emissions summary by scopes	All verified emissions - market based
Category 1 total	5.90
Category 2 total	0
Category 3 total mandatory	1.53
Category 4 total mandatory	0.01
Total inventory:	7.44
Emissions intensity:	2.8
Emissions to offset:	7.44
Carbon credits:	8

How will we do this?

- Only fly when absolutely necessary.
- Make greater use of remote-meeting technologies and virtual collaboration tools e.g., Zoom, MS Teams, Googledocs.
- Maintain vehicles for optimal fuel use; walk or use public transport if possible to attend client meetings.

DIVERSITY AND INCLUSION

Despite being a profession that draws from and speaks to a multicultural New Zealand society, there is limited representation of ethnic and minority groups within the communications industry. To be truly reflective of New Zealand society, it is clear we need to attract and retain a more diverse range of practitioners at all levels of our profession. A Commercial Communications Council (CCC) diversity and inclusiveness survey showed that 87% of the industry is led by European/Pakeha.

While the figures tell a dire story, the Public Relations industry is in a position of privilege to voice and advocate for equality, justice and human rights. Not only is it our responsibility, this is also where we thrive, excel and deliver for our clients every day.

From an ethnicity perspective, this means we need to:

- triple the number of Māori practitioners
- quadruple the number of Pasifika practitioners
- double the number of Asian practitioners
- increase the number of practitioners that identify as men, particularly among our lower age range, in the industry
- ensure gender pay equity at all levels as men are still earning more than women.

As this is probably one of the biggest issues - if not the biggest issue - the industry faces, Wright Communications wants to embrace this issue and be part of the solution.

We understand PRINZ is using its latest member survey to capture the most up to date information on the demography of its membership base.

Included in this will be some specific questions around diversity in the PR workplace as this is a strategic pillar of the Board’s plan for the coming few years.

Once the results are in PRINZ will be in a more educated position to continue the engagement with agencies, such as Wright Communications, and whomever else from PRINZ’s Board and management wants to be involved in next steps. We are looking forward to partnering with our industry association in advancing a Diversity and Inclusion workstream to drive positive change for our industry.

GENDER PAY GAP

We have used Statistics New Zealand’s and Global Women’s measurement guides to work out our gender pay gap using hourly rates and median pay per their recommendations.

In 2022, Wright Communications’ gender pay gap - the gap between men’s and women’s median hourly pay - was 22%. The national average is 10%, although the average for professional services is 14%. There is no available research into how we compare relative to other PR agencies but anecdotally we know we have better gender diversity than many. Whilst we have pay equity for roles, we have no men in administration or internships and therefore, despite having women in well paid senior consulting roles they are overrepresented at the lowest pay rates in our organisation.

If we remove these administration roles from our workings, there is in fact a -11% gender pay gap.

MEMBERSHIPS

We value our memberships with the following organisations:



Diversity of Consultants

Ethnicity/ Nationality	
NZ European/Pakeha	10
Samoan	2

Age	
20-29	5
30-39	1
40-49	2
50-59	1
60-69	2
70-79	1

Gender	
Female	5 (64%)
Male	4 (44%)
Female (finance contractor)	2
Female (office manager)	1
Female (intern)	1
Total full-time employees	11

Management Positions Gender	
Female	1 (50%)
Male	1 (50%)
Number of Managers	2

Achievement and Milestones

- 1** Introduced WFH on Fridays with consistent client service delivery and results
- 2** Promoted Harry Willis to Account Director and Amy McWhannell to Senior Account Executive
- 3** Recruited Senior Account Directors Ellie Martel, Rob Fitzgerald and Natalie Swart
- 4** Our team all got triple boosted for COVID-19
- 5** Finalist in the PRINZ Public Relations Agency of the Year
- 6** Gained more sustainability work from new and existing clients
- 7** Celebrated another Mental Health Day for our team
- 8** Met our Account Manager on maternity leave, Anita Sauaga-Singh's baby son in-person
- 9** Continued our Te Ao Māori learning journey with the help of an external advisor
- 10** For those consultants not already at Gold status we have provided professional development to advance them from Bronze to Silver status.



Managing Director, Nikki Wright, pictured attending the SBC AGM at Genesis Energy. The first in-person event since the pandemic began.



Anita Sauaga-Singh's baby boy Manasseh was welcomed into the world in February 2022.



WRIGHT
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PRINZ
AWARDS
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OF THE YEAR 2021

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