

## Air New Zealand Sustainability Report



### The brief

Air New Zealand is an iconic New Zealand brand and is one of the world's most successful airlines, both in terms of profitability and sustainability. Each year it conducts a number of innovative Corporate Social Responsibility (CSR) programmes designed to benefit the community and the environment.

To measure its sustainability performance and tell its story to stakeholders, Air New Zealand wanted to produce a truly world-class 2016 Sustainability Report. It chose Wright Communications for the task, due to Wright's vast experience with sustainability reporting. Like Air New Zealand, Wright Communications is a member of the Sustainable Business Council.

### The Wright Solution

Wright Communications helped Air New Zealand to craft the report, with its experienced team of sustainability experts providing a 'sustainability lens' on the copy. As part of this process, Wright Communications wrote several case studies on Air New Zealand's sustainability initiatives, including everything from people, safety and wellbeing to Antarctic ecosystems research.

In order to tell Air New Zealand's story effectively, and to encapsulate the airline's unique tone of voice, Wright Communications attended a meeting with its in-house designer to get

an induction. Overall Wright Communications was responsible for writing/editing around 10,000 words of copy.

**Client satisfaction**

Air New Zealand's 2016 Sustainability Report was released in late 2016 to positive feedback from stakeholders, including staff and investors. The report has reinforced Air New Zealand's sustainability credentials while retaining the unique Kiwi flavour of its communications.