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# THE WRIGHT WAY

Welcome to our third sustainability report. This report reflects on our past year and our continuing commitment to help companies 'do the right thing' using our public relations and strategic communications expertise.



While 2020 will go down in history as the year of the global coronavirus pandemic and its extraordinary disruption to lives and businesses, for the team at Wright Communications it was also a year of highs, lows and challenges.

Not long after we returned to our central Auckland office after the April lockdown, we gathered around in our boardroom to watch a virtual Public Relations Institute of New Zealand Awards "ceremony". We were thrilled first to win the PRINZ Special Project Gold Award for our work with kiwifruit growers; and then even more delighted to win the overall Medium to Large PR Agency of the Year Award.

This Award was a great boost to our team morale after six weeks of working from home offices and dining tables. It was also a humbling experience to win the top award, as one of my goals when I founded the business 14 years ago was to become the top communications agency in New Zealand.

To also win a Gold award for work led by team members Ron and Anita is also a testament to the

resilience of our team who will always place their best foot forward even when there is a lot going on in their personal lives.

The Agency of the Year Award is a recognition of the special place that Wright Communications have carved out in the realm of sustainability story-telling, consulting and reporting. As well as the top spot, we were awarded one of only four golds from the entire night. We're extremely honoured to receive both awards after a year filled with challenging, fulfilling work that we can truly be proud of.

On that note, while we were sad to see some clients and projects leave us because of the pandemic, we were also fortunate to be awarded a number of nationally significant communications assignments in the sustainability space. These projects for corporate, NGO and public sector clients, all had the potential to influence and lead to better outcomes for our communities and the environment.

“We are true professionals who believe in the power of public relations to contribute positively to society.”



Against all odds, what remains unshaken is our client engagement. This year we conducted a satisfaction survey which saw that Wright Communications' maintains a high level of creativity, expertise and professionalism which our clients value the most. Across clients, Wright Communications currently has a high net promoter score of 62 from our clients who are highly likely to promote and recommend us as a consultancy.

At the heart of it, Wright Communications remains an agency based on our core values of 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. Our culture sets us apart and opens the door for a diverse range of work and a happy and productive team. We also provide full-service communications support to a wide range of organisations, from New Zealand SMEs to multi-national companies, local government bodies and charitable organisations.

Among our team we have impressive experience and skills. We offer a broad range of consulting and reputation management services, from strategic communications and public relations planning to media relations, training and monitoring, social media strategy, issues and crisis management.

At Wright Communications, we are true professionals who believe in the power of public relations to contribute to New Zealand's society at large by achieving a balance between the intentions of the organisations we represent and the legitimate concerns of their stakeholders. By producing our own sustainability report, we are building our knowledge, responding to crisis and making sure we walk the talk internally.

The COVID-19 pandemic brought to light how true character shines through in moments of crisis. Having migrated to the Cloud two years ago, the IT challenges around working from home were relatively minor ones. The day-to-day work life at Wright Communications was able to resume remotely and promote a healthy environment that stimulates staff and that fits with their values as people. With our people scattered east, west, south, north, and central, regular remote team gatherings gave us the routine to strengthen the bonds and morale amongst team even when forced to be apart.

On a personal level, as a business owner, I am hugely grateful of being able to hold the team together this year which is a testimony to the team's resilience and dedication.

As we near the year end and head off for a three week and much-needed Christmas break, we can reflect back on a challenging year but one we can be proud of. There is still a lot of unknown terrain to navigate ahead but I am optimistic the future will be bright.



**Nikki Wright**  
Managing Director  
Wright Communications



# What Matters Most

Towards the end of this most unusual and challenging year, our team met together 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. This materiality assessment was also informed by a survey of our retainer and project clients.

The subsequent list of material topics was used to guide the content of this Sustainability Report. The impact of the topics this year was of such a magnitude that we chose to structure this Report on the top five material topics.

With a year of business interruption, lockdowns, and stress on business and personal relationships due to the uncertainties of COVID-19, it was clearly apparent that our most significant material issue for 2020 was our client relationships and client retention.

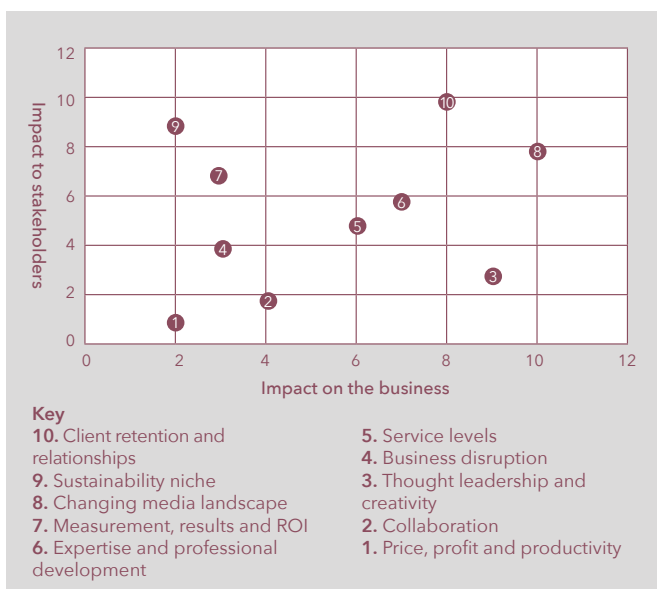
Our second highest topic was ownership of the sustainability niche in the public relations sector. This is where Wright Communications set itself apart from its competitors early on, and it has become increasingly important for many of our clients over the past 14 years. During that time, we have worked with some of New Zealand’s largest businesses on projects including corporate social responsibility strategies, community investment reviews, sustainability reports and materiality assessments.

It’s a drawcard to Wright Communications for many, but now there are also others claiming expertise in this field.

The changing media landscape has been an important topic for PR agencies for several years and in 2020 this issue was magnified as the economic fallout of COVID-19 forced the closure of many well-established titles and reduced newsrooms resources further. In addition the rise of digital media platforms continued as new ventures emerged or previously published titles went digital only.

## Our top five interconnected material topics in 2020 were:

- Client relationships and retention
- Sustainability niche
- Changing media landscape
- Measurement and return on investment
- Expertise and professional development





# 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 are related to each of our topics.



## Sustainable Development Goals and Key Targets/Updates

**SDG 3: Good Health and Wellbeing**

- Develop a staff policy that includes flexible working, diversity and inclusion.
- *Completed ✓*

**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.
- Create an Induction Process and supporting templates.
- *Completed ✓*

**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.
- *On track*

**SDG 8: Decent Work and Economic Growth**

- Become the go-to PR agency for sustainability over time by growing this area of the business by 10 per cent.
- *On track*

**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 develop 3-5-year targets.
- *Completed ✓*



## Material Issue one: Client Relationship and Retention

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For a communications agency that lives and breathes on its client relationships and making connections between our clients and their stakeholders, in late March the prospect of extended lock-downs, cancelled events and restricted business activity was nerve-wracking.

However, while a small number of clients reluctantly parted company with us, to the main we found that being focused on the fundamentals of communications was increasingly important in helping many kiwi organisations weather the COVID-19 storms.

Unlike many professions that, sadly, found their services unrequired during the lockdowns, our team quickly adapted to working from home and we continued our client relationships using all available technologies at our disposal. Days of back to back video meetings were not unheard of and productivity did not plummet as initially feared.

To ensure we are meeting our clients' needs now and, in the future, we asked a range of both retainer and project clients what they use to determine agency compensation. What ended up on top was the quality of creative work and an emphasis of the importance of creative thinking. The kind of creativity that is rapid, earned, in tune with the news media as well as the cultural zeitgeist and drives action.

Sadly, some of our clients were hit hard by the crisis and either ended their monthly retainer relationship with us or shelved the project we were supporting them with. We absolutely understand that - and will be happy to resume the relationship the moment they need us again. But for many of our clients - and consequently our business - the work has carried on, their mission only partly affected and new needs and opportunities emerging that they have pivoted to embrace.

“Our clients choose us for our expertise, creativity and professionalism.”



In a year when survival and commercial viability was a core management driver, communications activity was often led more by business purpose than by profit. This shift to purpose and social good plays well to the PR industry's strengths.

COVID-19 has been the perfect lens to examine corporate reputation: why it's important and the critical contributing factors.

If reputation is the corporate armour that shields you through challenging times, it will have been thoroughly assailed by the pandemic. Companies with a strong sense of purpose can respond more quickly and more appropriately to the crisis. Our corporate team was busy with issues management work for our client Delta Insurance, workshops for Genesis Energy, and projects for Synlait and Toitū Envirocare.

The Wright Communications consumer team has had notable success in stepping up to develop creative pivots for Hunter Gatherer Gourmet who are thriving on the current COVID-driven craze for home-baking, Adrenalin Forest who are promoting their adventure tourism offerings in New Zealand to Kiwis, Elastoplast - supporting New Zealanders returning to club sport, and Glad who encouraged alternative uses of their various products during the lockdown stages.

The first weeks of the lockdown (late March and early April) saw a focus on safety both internally and with our clients, and Richard Gordon and Nikki Wright hosted a webinar on effective crisis communications during the pandemic which drew 80 people and was a useful way to tease out the most pressing concerns facing businesses at this time.

Organisational culture is at the heart of defining and maintaining reputation. If your internal culture is strong - employees are valued, informed and involved - this will shine through to the organisation's reputation with external stakeholders.



During the year we worked with a diverse range of projects from plant-based foods to adventure tourism to sustainability reporting.







## CASE STUDY: CRISIS APP RESPONSE TO COVID

Knowing that people are at the heart of any business, Wright Communications has made available a crisis communications app that allows for workforces to stay connected in real time - wherever they are working from. Effective communication is key to achieving this and that is exactly what the In Case of Crisis app allows.

In Case of Crisis can be loaded with information useful to effectively manage the pandemic crisis, prepare for other potential issues and gives the users the ability to communicate instantly and efficiently with every employee who has a smart phone containing the app.

These are challenging times, but for the team at Wright Communications it is still business as usual. We are here to provide a service, to make available our experts and ultimately help get you through this using effective communications.

Wright Communications is the sole New Zealand distributor of the In Case of Crisis app.

“During challenging times such as the 2020 pandemic, an app-based crisis management tool keeps teams connected and prepared.”



## Material Issue Two: Ownership of the Sustainability Niche

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Since its inception in 2008, Wright Communications has partnered with leaders in sustainability and helped them craft their story. These are the kind of stories that matter to us.

In 2020 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 the impact on, and of, climate change, freshwater improvement, plant-based foods and environmentally-responsible construction. During 2020 we worked with Toyota, Unilever, Envirocare, Nuralite and Glad - to name a few - to tell their positive stories of sustainable action.

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, environment and cultural diversity.

At Wright Communications we provide strategic PR services at reduced rates for organisations that strengthen the fabric of our society. In 2020, we were privileged to provide strategic communications management to charities working on the following missions for the betterment of New Zealand:

- Dry-July
- Surf Life Saving Northern Region
- Presbyterian Support North
- Shine
- Pure Advantage
- Environmental Choice NZ
- Global Women
- Donut Economics Advocates New Zealand

This year the consultancy has contributed \$141,587 to charitable storytelling for the above organisations. We are confident that our commitment and experience in the CSR space will ensure we continue to be THE 'go-to' agency for sustainability communications in this country in 2021.

**\$141,587**

worth of strategic  
communications  
management provided to  
charitable storytelling



## SUSTAINABILITY REPORTING

Increasingly organisations are being required to report on a wide range of sustainability issues - from impact on climate change to energy use and gender pay gaps. 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 guided its clients through the multiple options for reporting and created 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 and has honed our skills. In the last 12 months, Wright Communications has penned sustainability reports for a large range of clients.

Over the last decade a range of worthwhile 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 clients' strategic approach to annual reporting.

Closer to home, 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. Some sustainability practitioners have also, sadly, lost their jobs in New Zealand during COVID-19 restructuring.

On the positive side, carbon emissions have reduced significantly from the reduction in air travel and car usage, and we can take great heart from the Government's pledge of \$1.1 billion on green projects including restoration of natural environments, biosecurity improvements, biodiversity initiatives and the creation of around 11,000 jobs in the regions.





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 - and that is all about selling NZ Inc to the global markets.

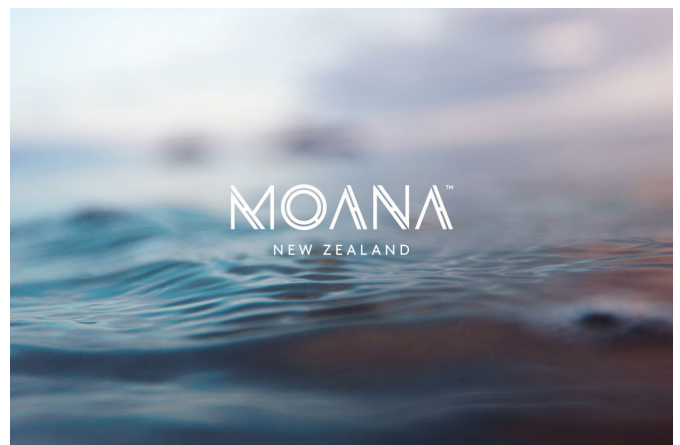
Whether a business is just starting out or strengthening its focus on sustainability, we're committed to support our clients at every step of the journey.

Our corporate team has been flat-out, with new work in the sustainability reporting area for AA Insurance, Foodstuffs NZ, Mainfreight, T&G Global and Synlait, whose 2020 Sustainability Report is extremely comprehensive - probably the most comprehensive one we have tackled and an exemplar amongst its NZX top 50 peers.

The team have also embarked on various in-depth materiality assessments for clients such as Genesis, Oji Fibre Solutions, and Moana this year - finding out what matters to their organisations and stakeholders through stakeholder interviews and desktop research.

During the year we also helped The Aotearoa Circle, Toitū Envirocare and the Ministry for Primary Industries' Fit for a Better World report with a wide range of communications activities.

“We support a range of large and small organisations in reporting their sustainability journeys.”





## Material Issue Three: Changing Media Landscape

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The entire media landscape was plunged into a transformative era following the twin shock of the Covid-19 lockdowns. There is now more reliance on digital devices to inform and distract more than ever before, creating an opportunity for brands to engage with a captive and mobile audience.

In New Zealand, an estimated 637 of media jobs were lost when COVID-19 hit, and some of the biggest players in media publishing were shut down completely without warning at the beginning of the Level 4 lockdown. Employees of Bauer Media, New Zealand's biggest publisher, learnt that the German company was exiting the market immediately, citing reduced advertising revenues due to COVID-19.

With the closure of Bauer and sale of Stuff by Nine Entertainment for \$1 to its Chief Executive, Sinead Boucher, the New Zealand media market was profoundly restructured. There are now more independent media outlets in the market than any time in the past decade, according to the New Zealand Media Ownership Report, published by AUT in December.

For public relations practitioners, the changing media landscape is a material issue as it requires a shift in thinking and upskilling in digital communications strategies and techniques. Media and PR are often painted as being on two sides of a divide but in reality, they are an integral part of the communications ecosystem and almost always work closely

### CASE STUDY: VOUCHER SYSTEM RESPONSE TO COVID

To support small businesses impacted by COVID-19 the Ministry of Business, Innovation and Enterprise created a Regional Business Partners (RBP) programme.

The scheme offered vouchers to cover important business fundamentals such as financial and cash-flow management, legal assistance and advice, business continuity planning – and marketing and communications.

Wright Communications was thrilled to be accepted as a supplier for the programme and proud to be able to offer focused coaching blocks to help fellow kiwi businesses enhance their marketing and improve their ability to see out the COVID-19 challenge.

Wright Communications is registered to provide a number of PR and communications services to businesses anywhere in New Zealand, the cost for which will be met by MBIE up to a limit of \$5,000.

We offered a Marketing and Communications Strategy under the Ministry's RBP programme which was taken up by four new clients.

together. Wright Communications engages frequently with senior editors and publishers to understand their editorial policies, motivations, and commercial drivers.



Against all odds, “green shoots” have emerged, with media distributors starting up their own new innovative platforms. Many journalists have joined forces amongst their connections in the media network and shown kiwi ingenuity in their brand-new enterprises. New ventures were started or famous old mastheads such as Metro and North & South were acquired and re-started by new owners.

“The media landscape is changing fast, with new digital start-ups and independents buying famous titles.”

Despite navigating the fallout from the loss of many media outlets, the consumption of news media has boomed in the space of a couple of months. The traffic volume of news that people are consuming is cast through a COVID-19, social injustice, or political lens. Independent digital news outlets Newsroom and The Spinoff reported spikes in readership, donations and subscription. Web analytics confirm overall news site traffic increased substantially during the pandemic.

However, people also need balance. During the periods of restricted movement and lockdowns, many people also sought relief from the daily diet of COVID-19 and economic news. Online streaming services grew in popularity and, towards the end of the year, aspirational lifestyle magazines came back in force.



# Material Issue Four: Measurement and Return on Investment

With the global pandemic forcing many businesses to make cost reductions including marketing and communications, the need to achieve, track and report on a positive return on public relations investment became even more critical in 2020.

At Wright Communications we evaluate the return on PR investment from both an impact on the business, in terms of supporting business objectives, as well as focusing on PR as a driver and influencer of corporate reputation.

2020 marked the sixth year of our involvement with the Colmar Brunton Corporate Reputation Index. Due to the timing, the launch of the Index happened during the Level 4 lockdown and was held as a virtual event, hosted by Nikki Wright. The key finding of the Index, released in May 2020, was that New Zealand’s most reputable companies had shown resilience through the COVID-19 crisis.

New Zealand’s most reputable businesses had done well because they had the building blocks of a strong reputation, which builds trust and trust is a much needed attribute during times of crisis.

As well as corporate reputation we need to clearly demonstrate how the dial is being moved as a result of our initiatives. We take our lead from the Public Relations Institute of Australia (PRIA), which in 2017 produced a framework for measurement and evaluation that takes in the whole picture and provides a feedback mechanism, no matter what the activity. PRIA focuses on reporting the impacts of a programme or campaign beyond outcomes. Its guidelines advocate aligning the communications and organisation’s objectives at the start and making sure they are SMART, something we should all be doing anyway. However, it emphasises developing CSR communications objectives at this stage also to ensure a holistic approach.

## Colmar Brunton Corporate Reputation Index Report





A strong example of the Wright Communications approach is our work with the New Zealand Kiwi Fruit Growers Inc, which chose us to develop and implement a labour attraction and recruitment strategy to avoid a worker shortage for the 2019 harvest.

The programme, which involved major media and social media activity along with preparation and distribution of new collateral material to educate and inform potential workers, contributed significantly to avoiding a labour crisis.

At the end of the project we were able to report on mainstream media coverage and readership as well as activity, engagement and reach to potential worker groups, including international backpackers in their home countries.

The strategy was effective and contributed significantly to avoiding a predicted shortfall of 3,500 workers.

As a result of our monitoring and measurement work, combined with demonstrable outcomes for kiwifruit growers, the project won the PRINZ Special Project of the Year at the 2020 PRINZ Awards.

**3,500**  
workers were needed for  
New Zealand kiwifruit growers.  
Wright Communications uses  
the power of PR to deliver.





# Material Issue Five: Professional Development and ways of Working

Our people are the lifeblood of the business and their personal and professional satisfaction is equally 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.

This year the focus for Wright Communications was how to keep our team together, connected and spirits up during lockdown Level 4. The pandemic sent us all home from the CBD office and posed the challenge most businesses faced of how to keep going - if indeed that was possible. We'd migrated to the Cloud two years ago, so the IT challenges around working from home were relatively minor ones - and the new digital tools like Zoom and MS Teams came to the fore.

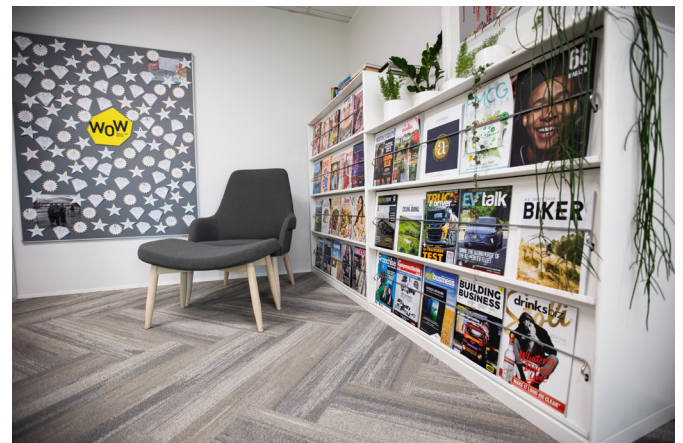
Somewhat ironically, we had introduced a Flexible Working Policy only a matter of weeks before the March 2020 Level 4 lockdown.

Scattered east, west, south, north, and central, we managed to get a routine working of WIP meetings on a Monday, an internal general discussion and brainstorm on a Thursday and a social hour Friday afternoon - virtual "drinks", even with a little entertainment via the musical talents within the team. These sessions

were important as they gave us structure and strengthened the bonds in the team when we were forced to be apart.

Staying connected in the new 'working from home' mode is the new priority for executives, managers and internal communications practitioners.

On a personal level, as a business owner, Nikki Wright is hugely grateful of being able to hold the team together which she says is testimony to their resilience and dedication.



“There is still a lot of unknown terrain to navigate ahead but I am optimistic the future will be bright.”

The day-to-day work life at Wright Communications values a healthy environment that stimulates staff and that fits with their values as people.

Nikki Wright believes that a good work-life balance makes staff happier and ultimately more productive. Staff currently have flexible but regular hours of work. However, we are working on how to increase this flexibility in order to ensure people can make the most of their time and we can attract and retain the best talent with the right fit to add the most value to our clients. We also introduced “Duvet Day” – a paid day off as a thank you from managers for the hard work of staff during lockdowns one and two.

Recognising people for their work, both professionally and personally, is important at Wright Communications and there is a long-standing peer-nominated Reward & Recognition programme with a \$200 spa or restaurant voucher up for grabs each month. The recipient is congratulated by the team at the first Monday WIP meeting of the month and Nikki collates all team feedback and emails this to them to let them know how much they are valued by their peers. We also enjoy the opportunity to get together for Christmas and birthday celebrations.

We have put up a Wall of Wow in a visible area of our office to highlight the amazing client feedback we have received during the year. Each week we host a Diamond & Coal session so the team can share some of their highlights and lowlights. This provides an opportunity for the team to support each other and celebrate success.

## CASE STUDY: MENTORING NEW ENTRANTS

Senior Wright Communications consultants Catherine Bright and Ron Murray supported the PR industry through mentoring in 2020.

Catherine and Ron worked with teams of final-year Bachelor of Communications Studies students from the Auckland University of Technology (AUT) to complete their major practical assignment as part of AUT’s “Outside the Square” programme. The programme provides pro-bono support for not-for-profit organisations wishing to promote their cause, an event or a major development.

Mentoring the groups involves assisting them to develop PR strategies and implementation plans, drawing on the students’ own ideas, providing a sounding-board for their ideas and proposals, and guiding the teams in developing their team approach and preparing client presentations.

Ron says the mentoring is interesting and rewarding. “I never fail to be amazed at the creativity and passion of the students, and they can teach me plenty about how to achieve cut-through for the client in the digital era.”

As a consultancy we have a corporate membership for PRINZ and the Code of Ethics is prominently displayed for internal and external awareness. This is a critical document for our consultancy as it stresses our role as professional advisors, one we take very seriously.



# Sustainability Matters

## OUR CARBON FOOTPRINT

Under the Toitū Envirocare carbonzero programme, Wright Communications has been verified carbon neutral for the third consecutive year in 2020.

Reporting under Toitū Envirocare encourages the pursuit of sustainable prosperity and reversing the decline of New Zealand's natural resources. Toitū Envirocare helped us measure the organisational footprint of our 20.91 carbon dioxide 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.

An absolute increase in Scope 1 and 2 emissions of 5.52 tCO<sub>2</sub>e occurred against our base year of 2018. However, we gained a decrease in emissions intensity (for Scope 1, 2 and mandatory Scope 3 emissions) of 0.1.69 tCO<sub>2</sub>e/\$M revenue based upon a 3 year rolling average.

Our overall GHG emissions decreased -0.65 tCO<sub>2</sub>e against our base year of 15.39 tCO<sub>2</sub>e. (NB: this only includes a week of Level 4 lockdown before the end-of-year balance date so mostly due to no trans-Tasman or long-haul flights.)

Vehicle use (petrol) is our largest source of emissions and represents more than 50% of our total footprint at 7.09 tCO<sub>2</sub>e. Flights are the second largest source at 6.78 tCO<sub>2</sub>e.

We are looking forward to the arrival in the next few years of battery electric vehicles from our client Toyota that would enable us to drive further carbon reductions. Currently the business operates two Toyota hybrid cars.

Our total carbon inventory is 14.73 tCO<sub>2</sub>e and we purchased 15 gold standard credits to neutralise this impact.

We are committing to halving our emissions by 2025 (against baseline year) to stay within 1.5° of global warming.

How will we do this?

- Only fly when absolutely necessary.
- Greater use of remote meeting technologies and virtual collaboration tools e.g. Zoom, MS Teams, Googledocs.
- Vehicles to be maintained for optimal fuel use. Walk or use public transport if possible to client meetings.

“Wright Communications has been verified carbon neutral for the third consecutive year in 2020.”



### DIVERSITY OF CONSULTANTS

Recent events, particularly in the media landscape of the United States have encouraged many of us to consider our position and impact on racial equity in our everyday lives, especially within the workplace. The climate is right for communicators to become more accountable and positively influence behaviour change around diversity.

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. PRINZ's Salary Insights Report 2020 found 82.1% of New Zealand PR professionals identify as female/woman and 83.8% identify as NZ/European.

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
- We also need to increase the number of practitioners that identify as men, particularly among our lower age range, in the industry. And we must ensure gender pay equity at all levels as men are still earning more than women.

As this is probably one of, if not the biggest issue the industry faces, Wright Communications wants to lean into it and be part of the solution.

Wright Communications is working alongside PRINZ in the early stages of developing a Diversity and Inclusion workstream to drive positive change for our industry. To be truly reflective of New Zealand's society, it is clear we need to attract and retain a more diverse range

of practitioners at all levels of our profession. Recruiting about 20 participants from all different walks of life in the PR industry - the workstream is getting stuck in.

### Wright Communications Diversity Table

Ethnicity/ Nationality	
NZ European/Pakeha	9
Māori	1
Samoan	1
Age	
20-29	4
30-39	0
40-49	2
50-59	1
60-69	3
Gender	
Female (full-time)	6
Male (full-time)	3
Female (finance contractor)	1
Female (intern)	1
Total extra resource	2
Total full-time employees	9
Management positions Gender	
Female	1
Male	1
Number of managers	2





### CREATIVE THINKING TO SET OUR SUSTAINABILITY STRATEGY

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 2020:

- Greater transparency on climate-risk on the cards
- We can now vouch for you
- The right time to reflect on racism in PR
- PR tips for new Zealand businesses
- Sustainability movement will survive covid-19
- The place of reputation in a covid-19 world
- Riding out the covid storm - the learnings for our agency
- Test how connected your company is during covid- 19 - use our crisis app
- Influencers - a new force in corporate PR?
- Telling business sustainability stories is essential in 2020

### ACHIEVEMENTS & MILESTONES

1. Proudly keeping everyone in the agency employed during the pandemic
2. Winner of the PRINZ Public Relations Agency of the Year
3. Gained more sustainability work from new and existing clients
4. Won exciting new project work and new retainer clients
5. Introduced flexible working policy
6. Introduced the Duvet Day for our employees
7. Recruited Account Executive Grace Ballinger and Rosie Stevens as Office Manager and Personal Assistant to the Managing Director
8. Celebrated the arrival of our colleague Anita Sauaga-Singh's baby
9. Supported each other through a year of uncertainties, triumphs and challenges
10. We made it through the year more or less unscathed. Whew!!



Celebrating the end of the year on Waiheke Island were Ron, Nikki, Grace, Jessica, Rosie, Megan, Catherine, Mary-Anne and Tim. Absent were Anita and Richard.



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