



Doing The Right Thing

2024 Sustainability Report

WRIGHT
COMMUNICATIONS



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OUR 10 BIGGEST SUSTAINABILITY IMPACTS

1

Wellbeing Day

105

Professional Development
Training Hours

18

Volunteer Community
Gardening Hours

48

WFH Fridays

-53%

CO2 Emissions Reduction
(Scope 1-3)

\$100K

Pro Bono Hours

6

Sustainability & Modern
Slavery Reports

21

Attendance at SBC, CLC, SBN
Member Events

2

Speeches on
Greenwashing/
Greenhushing

-17%

Gender Pay Gap for
Communications
Consultants

THE WRIGHT WAY

Welcome to our seventh sustainability report, a reflection of how we, as a dedicated and dynamic team of communications experts, have truly embodied the principles of sustainability while helping companies across New Zealand "do the right thing" and pursue purpose beyond profit.



Wright Communications was founded with a vision to blend innovative communications with a commitment to creating positive environmental and social impacts.

Over the years, we've crafted compelling narratives for both consumer and corporate clients, earning us recognition as a three-time PR Agency of the Year. We're proud of our reputation for enhancing brand value and driving meaningful engagement, all while promoting authentic and sustainable business practices.

This report marks a moment of reflection – a chance to pause, connect with our stakeholders, and tell our story with transparency to ensure we are making progress in all the ways that matter.

In 2024, we faced a year of constant change. The ongoing economic recession made trading conditions more challenging, and we saw a rise in demand for our services from the charitable sector, as they navigated difficult times. Several leadership changes among our clients also shaped our year.

One standout moment was when our Managing Director participated as a speaker at the annual Climate Change and Business Conference, leading a workshop on greenwashing and greenhushing alongside our valued client DLA Piper. This was a highlight in our sustainability calendar.

As a team, we continued to put people first, embracing flexible working with a dedicated Wellbeing Day. Our work rhythm of collaborating in the office Monday through Thursday and working remotely on Fridays has created a balance that keeps our team happier and more resilient. This flexibility is critical to attracting and retaining top talent, enabling us to sustain a healthy work-life balance.

Our commitment to nurturing young talent was exemplified by our partnership with AUT, which produced a graduate from our internship programme, Agency Ready. This initiative, aimed at supporting Māori, Pasifika, and Asian PR students, gives them real-world PR agency experience and a head start in their communications careers.

We celebrated significant wins throughout the year, with new clients seeking our specialised sustainability strategy, storytelling, and reporting expertise. Winning these competitive, morale-boosting pitches provided our team – especially our junior staff – with exciting opportunities to learn and grow.

Notably, for the second year running, we supported Genesis Energy with their Climate Statement and Modern Slavery Report, and we won the right to produce a sustainability report for a large co-operative in the agricultural sector.

Beyond sustainability reporting, we provided full-service communications support to a wide range of organisations, from New Zealand SMEs to multinationals, local government bodies, and charitable organisations.

This year also brought challenges. Being labelled on the "F List" prompted us to respond thoughtfully with a blog, listening to critics and striving to understand their perspective before seeking to be understood. It was gratifying to engage in dialogue with the critic and reaffirm our belief that we can drive systems change most effectively from the inside out.

Giving back remains a cornerstone of our ethos – our team continues to offer pro bono and after-hours support to clients like Presbyterian Support Northern, Surf Life Saving Northern Region, the Meningitis Foundation, and Dry July. Our commitment to purpose beyond profit is also reflected in our B-Corp certification, which underpins everything we do.

On a personal note, as a business owner, I am deeply grateful to have retained some of New Zealand's leading communicators and welcomed fresh talent into our fold. We have built a steadfast, supportive team ready to tackle the ever-evolving challenges our clients face, and I look forward to continuing this journey together.



NIKKI WRIGHT

MANAGING DIRECTOR



Nikki Wright, Managing Director, Wright Communications pictured at the Ākina White Paper Launch



ABOUT WRIGHT COMMUNICATIONS

Since its inception 18 years ago, Wright Communications has been committed to partnering with sustainability leaders, helping them shape and share their stories—stories that align with our values and matter deeply to us.

In 2024 we have worked alongside owners of famous global and local brands as they took their sustainability strategies and initiatives deeper into their business operations, production and supply chains.

Many of our clients are taking the lead on the renewable energy/transport transition and environmentally-responsible construction. During 2024 we worked with Toyota, Unilever, ChargeNet, Concrete NZ, ecotricity, DLA Piper, and Toitū – 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, and those committed to reversing the decline of our natural capital.

Social Impact

At Wright Communications we provide strategic PR services at reduced rates for registered not-for-profits with the Charities Commission.

We even got creative with our collaborations this year, bartering our services with Bennetto, a brand known for its ethically sourced, organic

chocolate. In exchange for providing our strategic communications expertise, we received delicious, fair-trade chocolate – turning a traditional business transaction into a meaningful partnership that aligned with our shared sustainability values.



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

THE WRIGHT WAY



WHAT MATTERS MOST

We conduct a bi-annual materiality assessment with our internal and external stakeholders to identify the material topics that impact our business and our working lives.

We also discuss 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 most material topics.

Our top 10 material topics are:



- 1 TEAM WELLBEING
- 2 = CLIENT RETENTION || DEMONSTRATING VALUE
- 3 CLIENT-CENTRIC SERVICE EVOLUTION
- 4 THOUGHT LEADERSHIP / SUSTAINABILITY NICHE
- 5 = CAREER PATHWAYS AND DEVELOPMENT || CLIMATE ACTION
- 6 = TALENT RETENTION || SUSTAINABILITY REPORTING
- 7 = PRODUCTIVITY AND PROFITABILITY || WORKPLACE WELLBEING
- 8 INNOVATION AND COLLABORATION
- 9 DIGITAL CONTENT PLATFORMS
- 10 DIVERSITY OF PRACTITIONERS

Materiality Analysis: Key Themes and Shifts from 2023 to 2024

Comparing the 2024 materiality results against those from 2023 reveals notable shifts in priorities, with a strong focus on internal wellbeing, sustainability, and adapting services to client expectations. Interestingly, our findings diverge from the recent PRINZ Member Insights Report 2024, which highlights challenges like misinformation, generative AI, and the changing media landscape. While the industry grapples with these issues, our materiality analysis emphasises distinct themes aligned with our organisational values. Here are the key insights:

1. Increased Emphasis on Wellbeing and Team Development

- **Team Wellbeing:** Climbing from 10th in 2023 to the top priority in 2024, this shift reflects an amplified focus on employee health, satisfaction, and work-life balance. The emergence of **Workplace Wellbeing** in 7th position reinforces our commitment to a supportive work environment.
- **Career Pathways and Development:** Professional growth continues to be a priority, moving from Professional Development at 6th in 2023 to **Career Pathways and Development**, now tied for 5th. This indicates a stronger commitment to formalising career trajectories and internal growth opportunities.

2. Client-Centric Evolution and Retention

- **Client Retention and Demonstrating Value:** Maintaining strong client relationships remains critical, with Client Retention at 2nd in 2024 compared to 1st in 2023. The addition of **Demonstrating Value** as a joint priority highlights a heightened focus on proving tangible outcomes for clients.
- **Client-Centric Service Evolution:** Ranked 3rd this year, this underscores our

commitment to evolving offerings based on client needs, expanding on last year's priority of Matching Services to Client Needs (2nd in 2023).

3. Focus on Sustainability and Thought Leadership

- **Sustainability Niche and Climate Action:** With **Climate Action** newly entering the top 10 (tied for 5th) and **Thought Leadership/Sustainability Niche** moving up to 4th, there's a clear emphasis on distinguishing our expertise in sustainability and environmental issues.
- **Sustainability Reporting:** Ranking 6th, this new addition reflects clients' growing expectations for transparent reporting, further cementing our positioning in the sustainability space.

4. Innovation and Adaptability

- **Innovation and Collaboration:** Entering the rankings at 8th, this new focus emphasises the importance of fostering creativity and cross-functional teamwork to address complex client needs.
- **Productivity and Profitability:** Also new to the list (tied for 7th), this reflects a sharpened focus on operational efficiency and financial health, aligning internal productivity with long-term profitability goals.

5. Shifts in Digital and Diversity Priorities

- **Digital Content Platforms:** Although still important, this topic dropped from 3rd in 2023 to 9th in 2024, indicating a potential shift towards more diversified content delivery channels or a stabilised strategy for digital engagement.
- **Diversity of Practitioners:** Newly ranked 10th, this inclusion points to an increasing awareness of the value that diverse backgrounds and perspectives bring to our work, enhancing inclusivity and addressing a broader range of client needs.

WELLBEING & TEAM DEVELOPMENT

Team wellbeing

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

The day-to-day work life at Wright Communications values a healthy environment that stimulates our people and that aligns with their personal values. 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.

Workplace wellbeing

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.

Positive client feedback is taken out of our "Jar of Awesome" and read aloud by our Office Manager, Nicki Pearce. The feedback is then posted on our "Wall of WOW" for all team members to see.



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 Wellbeing Day on 13 November – a paid day off – as a thank you from the company for the team's hard work during the year.





Community volunteering in nature can significantly enhance team wellbeing by fostering a sense of purpose, connection, and stress relief, alongside opportunities for physical activity. We provided gardening services to our valued client Presbyterian Support Northern's 'Communities Feeding Communities' initiative. We had nine team members supply two hours' labour each in Roskill South.

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

Our values underpin our workplace culture, opening the door to a diverse range of work and a happy and productive team. The result is a stimulating, collaborative environment, and optimal outcomes for clients.



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 really are at the top of the game in sustainability storytelling here in New Zealand. I consider myself very lucky to have had the chance to spend three years learning from and working with some very smart and kind people, alongside some of the country's most well respected brands and businesses."



Harry Willis, PR Director, Special PR



Obituary

Ron Murray was a beloved colleague, mentor, and friend, who passed away in October, after a long battle with melanoma. Ron was a Senior Account Director at our agency in Auckland for five remarkable years, where he made an indelible mark on the team and our clients. Known for his quick wit and strategic thinking, Ron was instrumental in elevating communication programmes to the highest levels, and his contributions will be remembered for years to come.

Ron grew up on white sand beaches around Mount Maunganui, which engendered a deep connection to the ocean. A lifelong surfer, Ron retired to Papamoa in recent years after spending most of his working life in Auckland. He was the proud recipient of a Gold PRINZ Award for his outstanding work with the kiwifruit industry, a testament to his expertise and passion for the public relations profession. He celebrated that award with his favourite tippie – champagne.

Ron’s career was as diverse as it was influential. After a long and successful in-house career at KiwiRail, where he famously dubbed internal communicators the "Cinderellas of the PR industry," he authored *How to Talk with Your People*, a textbook that has guided countless internal communication practitioners.

He also published a poetry collection, *Houses of the Small Sea Dead*, and his recent novel *Coromandel Dreamin' – A Novel for the Seventies*

captured a more romantic storytelling voice. In his final months, Ron continued to write and work on a book about the shells of the western Bay of Plenty, ever the curious mind and dedicated wordsmith.

A self-proclaimed Stoic, Ron approached life with deep thoughtfulness and integrity. His creativity extended beyond writing—he also enjoyed meditative wood-turning and was an avid music lover, often riffing with mates and enjoying the simple pleasures of life. We will fondly remember his gift for nicknames, always calling our agency "Wickle," and his ability to inject humour into every situation.

Ron was more than a talented communicator—he was a mentor to many emerging practitioners and a valued partner to clients like the Meningitis Foundation, Surf Lifesaving Northern Region, Delta Insurance, CSE Genesis, Greenshell Mussels, and Envirochoice NZ (now Eco Choice Aotearoa). His influence stretched far beyond the work itself, and his wisdom will continue to inspire those who had the privilege of working with him.

Ron is survived by his beloved wife Jill and sons Duncx and Cam. His legacy will live on in his family, friends, and the many people whose lives he touched throughout his distinguished career. He will be dearly missed.

Career Pathways and 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.

During the year we held ad hoc knowledge sharing sessions covering the following topics:

- **20 March**, Brightstar conference for EAs, presentation by Ellie and Amy M on Communication, reputation and professionalism
- **25 June**, internal CPD session, presentation by Robert Perry from the Sustainable Business Council on practical tools to deliver more impactful community investment
- **26 June**, online session with Diversity Works NZ, Incorporating maramataka in our workplaces – Nicki and Mel
- **23rd and 24th July**, presentations to students at AUT and University of Auckland re Lexus Design Awards – Loren and Mel

Te Ao Māori

At Wright Communications, we are committed to deepening our understanding and practice of te reo, tikanga, and Te Ao Māori. While we recognise that we are still on this journey, every step we take enriches our knowledge and connection with Māori culture.

This year, we've integrated te reo more meaningfully into our office by beginning Monday's team meeting with our own karakia:

*Kia tika, kia māia
Kia ora te tāngata
Me te taiao
Māku mā tātou e hāpai
Hui ē, tāiki e*

*Be ethical, be brave
May people thrive
As well as the environment
I will, we will, uphold this*

Training and Learning

We partnered with Anita Gill of Te Puna Reo Māori to deliver cultural competency training through regular one-hour sessions. Some of the 2024 highlights included:

- Exploring the maramataka (Māori lunar calendar)
- Bicultural & bilingual storytelling through Te Ao Māori
- Mātauranga Māori First: An action plan for Toitū/sustainability
- Climate change examined through a Māori lens
- Analysis of Māori TV programmes and media content
- Learning about the significance of the Tino Rangatiratanga (Māori sovereignty) flag

Through these sessions, we are working towards a more inclusive, respectful, and culturally aligned workplace.



Wright Communications team during a learning session with Anita Gill of Te Puna Reo Māori

Sustainability Events Attended

Date	Event	Attendees
26-28 Feb	SBC B Corp Assembly 2024	Nikki
6 March	Introduction to sustainability in business	Nikki
20 March	Institute of Directors event, presentation by Sir Peter Gluckman on New Zealand's place in the world	Nikki
21 March	B Corp month event at Unilever	Nikki
22 March	Kantar Better Futures 2024 launch event	Nikki
11 April	Green shared lunch celebrating B Corp	All
16 April	B Corp Speed networking	Amy McW
29 April	Emissions reduction target and emissions budgets hui	Richard
03 July	Activate the allies SBC comms practices event – greenwashing	Nikki
22 Aug	How to get the most of B Corp membership	Nikki
27 Aug	SBN networking event	Amy M, Amy R, Ellie, Rob, Loren, Mel
27-29 Aug	B Corp Ski networking event in Queenstown	Nikki Amy R
05 Sept	Sustainable Business Quarterly Insights Briefing with Rachel Brown - online	All
9-10 Sept	Climate change and business conference, Leading Climate Action	Nikki

Date	Event	Attendees
17 Oct	SBC breakfast function, Global trends in integrating natural, social and human capitals into strategic decision making: Insights from Mark Gough	Nikki Rob
21 Oct	Institute of Directors and Chapter Zero NZ Climate Governance forum	Nikki
22 Oct	SBC 25th Anniversary, Parliament House, Wellington	Nikki
31 Oct	CLC Masterclass - Behaviour change and climate change - online	All
06 Nov	SBC Activate the Allies: The role of Comms and Marketing in CRD	All
07 Nov	Sustainable Business Quarterly Insights Briefing with Rachel Brown - online	All
14 Nov	Climate Leaders' Coalition 6th Snapshot	Nikki

Internal Promotions

Amy McWhannell and Loren Cunningham were both promoted to Senior Account Manager this year.



Loren Cunningham



Amy McWhannell

‘Agency Ready’ Internship

Launched in 2023, our "Agency Ready" internship programme – run in partnership with AUT's Bachelor of Communication Studies – aims to foster a more diverse and inclusive communications industry. Despite the profession's need to reflect New Zealand's multicultural society, ethnic and minority groups remain underrepresented. Our goal is to help change this by attracting and nurturing diverse talent.

The programme is designed to build experience and skills in real-world PR settings, with each intern paid a Living Wage for approximately 8 hours a week, allowing them to balance other employment and studies. By rotating interns, we're advancing the ethnic diversity of our team and contributing to greater representation in the industry.

After hands-on training in areas like client meetings, media databases, ethical practices, and crisis communication, interns graduate "agency ready." Following the success of our first graduate in 2023, we celebrated our second in 2024, each completing the programme with a certificate and reference letter from our Managing Director.



Yara Domachi graduated her Agency Ready accreditation. Pictured with Nikki Wright and Deepti Bhargava, Lecturer, PR School of Communications, AUT.

CLIENT-CENTRIC EVOLUTION AND RETENTION

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 pro bono services for charities and a flat rate of \$150/hour for all registered charities and certain public sector projects.

Wright Communications maintained its client portfolio of 21 monthly retainer clients this year adding Anglican Action, Aspen Healthcare, B Lab, and farewelling Toitū and Ethical Power from its roster.

Ten of our valued retainer clients have stayed with the consultancy for five years or more, including:

- ✔ Toyota 16 years
- ✔ Lexus 16 years
- ✔ Wainhouse Distribution 16 years
- ✔ Kantar 13 years
- ✔ Presbyterian Support Northern 11 years
- ✔ Surf Life Saving Northern Region 9 years
- ✔ Forsyth Barr 7 years
- ✔ National Road Carriers 6 years
- ✔ Delta Insurance 6 years
- ✔ South Waikato District Council 6 years



We're incredibly proud of our 16-year PR relationship with Toyota New Zealand



Nikki Wright at the 2024 Kantar Corporate Reputation Index (CRI) Launch, with Sarah Bolger and Yvette Basson. The CRI is an annual study using the globally validated RepZ framework for measuring reputation, created in collaboration with our valued client, Kantar.

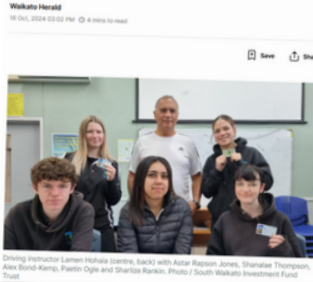
Demonstrating Value

Our agency's handprint is the positive impact we create through our work relationships and influence, leaving a meaningful difference beyond our operational footprint. There is a lot of value we supply as a service provider in the climate action space.

We support Sustainable Business Council with our expertise, pen blogs, host online workshops and tell positive sustainability stories.

SMART TIME-OF-USE CHARGING WILL ENABLE MORE EFFICIENT GOODS DELIVERY - IF DONE RIGHT

South Waikato driver licence programme helps nearly 700 youths gain independence



Driving instructor Laren Huhua (centre, back) with Astar Rippon Jones, Shirazee Thompson, Aisa Brook-Alani, Pavea Ngila and Sharlot Rabin. Photo / South Waikato Investment Fund Trust



Compact size and innovative European design make Toyota latest C-HR a most stylish yet. The coup-like design, powerful hybrid performance, and advanced technology, make it a joy to drive and to look at.

The new generation C-HR is a hybrid of compact size and innovative European design. It's a joy to drive and to look at. The coup-like design, powerful hybrid performance, and advanced technology, make it a joy to drive and to look at.

B CORP CERTIFICATION GAINS TRAVALYST RECOGNITION - A NEW ERA FOR SUSTAINABLE TRAVEL

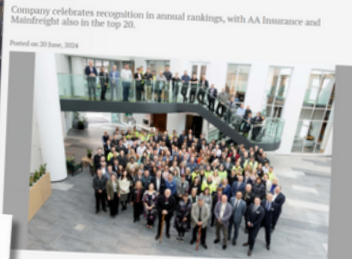
ESG certifier B Lab comes out of the shadows



Miraka qualified as a B-Corp company in early 2024. (Image: Miraka)

FOODSTUFFS & CHARGENET CHARGING AHEAD BY EXPANDING NEW ZEALAND'S EV-CHARGING NETWORK

Toyota NZ tops reputation index



Toyota New Zealand has been named the country's "most reputable" business after being out the top spot on the Kantar Corporate Reputation Index (CRI) for the first time since 2019.

Essity invests \$20 million to decarbonise



Essity invests \$20 million to decarbonise. The investment will be used to fund a range of decarbonisation projects across the company's operations in New Zealand.



KIWI B CORPS RISING TO CLIMATE CHALLENGE

Riverbank restoration



Restorative planting: Kawerau Mayor Fayalene Tawal plants one of the trees at a recent community planting day, helped by Essity Kawerau employees Pavea Huhua, Aisa, and Owea Muiwa while two representatives Jo Pryor (Kiwia) and...



NAVIGATING NEW ZEALAND'S NEW CLIMATE-RELATED DISCLOSURE REPORTING



NZ COMPANIES' SUSTAINABILITY COMMUNICATION CHALLENGE

Unilever is paying for its employees to charge their cars



Unilever New Zealand is using Mitsubishi Outlander to reduce its CO2 emissions.

Far North couple who faced cancer procedures on same day urge support for Dry July



Far North cancer survivors Steve and Valerie Smith urge people to take part in Dry July, a...

'They're not dog boxes': The non-profit taking on Kāinga Ora



Home in Place is taking on 80 new public houses at Mt...



We're proud to be part of the Sustainable Business Network as an Impact Investor.

TOITŪ ENVIROCARE CHIEF EXECUTIVE TO DRIVE \$18M TRANSFORMATION TO SPEED UP CARBON EMISSION REDUCTIONS

Client-centric Service Evolution

Sustainability reporting services

Wright Communications continued to grow its portfolio of sustainability reports for diverse clients this year including a large agribusiness, New Zealand's largest mobility company, and an innovative electricity retailer. With some NGOs opting to manage Impact Reports in-house to reduce costs, we provided support through proofreading and strategic media and stakeholder engagement to ensure these reports still achieved their objectives.

Climate Reporting for CREs

As climate reporting obligations increase, Wright Communications has become a trusted partner for certain Climate Reporting Entities (CREs) seeking support with narrative development in their Climate Statements. This year our work with Genesis Energy (GNE), helped shape disclosures aligned with the Aotearoa New Zealand Climate Standards. Forsyth Barr praised GNE's report for its "thoughtful and refreshingly open discussion of the challenges it faces" as it transitions to a low-carbon future. They highlighted GNE's role in system stability and reliability and noted the report's clear presentation of transition risks, progress metrics, and strategies to manage reliance on thermal assets.

Our focus on crafting transparent and informative narratives helps clients communicate their climate impact and strategic approach effectively, equipping investors with key insights while reinforcing our clients' commitment to openness and accountability.

Modern Slavery Reporting

Although the New Zealand Government has recently dropped its proposed Modern Slavery legislation, many companies remain committed to producing Modern Slavery Reports due to global trading expectations and increasing pressure from international stakeholders.

This year, we supported a prominent gentailer for the second consecutive year in crafting their Modern Slavery Report, reinforcing their dedication to transparency in their supply chains. As global scrutiny intensifies, we anticipate that more companies will proactively address modern slavery risks in 2025, aligning their practices with international standards and positioning themselves as responsible global partners.

Impact Reporting for NGOs

While some NGOs reduced their budgets for outsourced Impact Reports, opting instead for in-house production, Wright Communications provided support through proofreading and strategic communication. We helped these NGOs effectively share their mission and societal impact, with a strong focus on reinforcing donor engagement through these in-house reports. For organisations aiming to transition from traditional Annual Reports to more impactful narrative-driven reports, our approach continues to bolster fundraising strategies and public engagement.

Growing Demand for Materiality Assessments

The demand for materiality assessments remains steady across sectors like agri, energy, automotive, retail, and professional services. Over the past year, we worked with numerous clients to produce materiality assessments and sustainability reports aligned with frameworks like GRI Standards, Integrated Reporting, and the Sustainable Development Goals. Whether for companies just beginning their sustainability journey or those looking to advance it, our approach provides each client with a strategic roadmap, ensuring that their reports are both actionable and reflective of their values and business strategy.

Emerging Area: Nature Reporting

Wright Communications is increasingly focused on nature reporting as clients become more interested in their biodiversity and ecological impacts. In 2025, we aim to expand our offerings to support clients in assessing and reporting on natural capital, biodiversity, and ecological resilience. We're ready to help organisations become leaders in nature reporting, a key emerging area in sustainability.

B Corp leverage

Certified B Corps also benefited from our expertise, as we helped them leverage their certifications through tailored influencer outreach to build consumer awareness.

Cyber Reputation Management

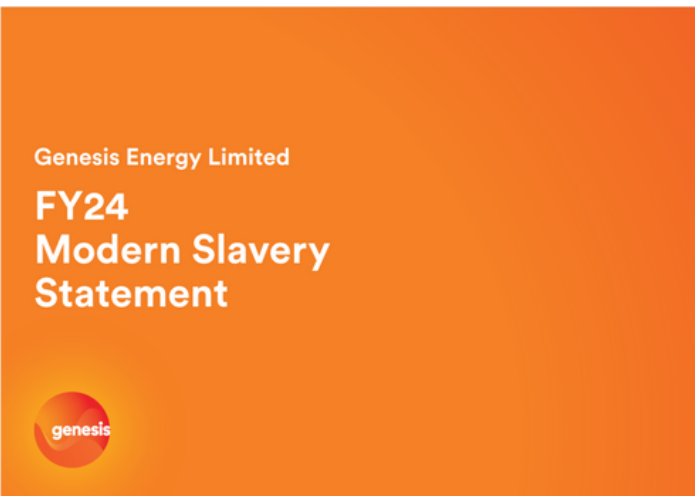
With cyber threats on the rise, our reputation management expertise has proven valuable to clients across industries. This year, we worked closely with insurers and legal teams to help clients prepare for cyber crises through crisis communication plans, realistic attack simulations, and reputation safeguards. Our proactive approach is equipping clients with the tools needed to manage cyber risks, ensuring their reputation is protected and resilience is reinforced.



Nikki Wright in the 'fish bowl' at B Lab Assembly, Cape Schanck, Victoria. Photo by Sally Batt



Toyota New Zealand 2024 Sustainability Report



Genesis FY24 Modern Slavery Statement



Ākina CEO Nicola Nation, in a panel discussion for the launch of the Ākina White Paper

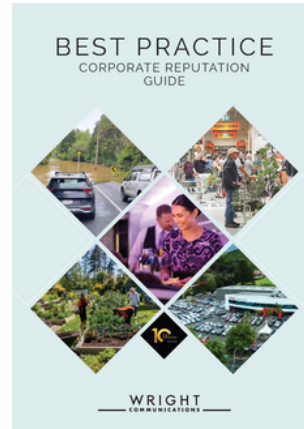
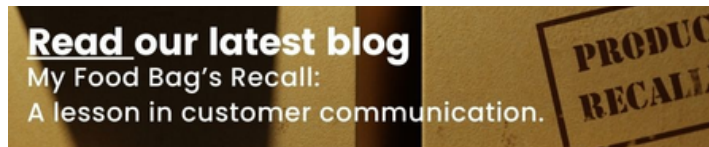
SUSTAINABILITY & THOUGHT LEADERSHIP

Thought leadership / Sustainability niche

Each month we supply our clients with our latest thinking. Over the past 12 months we have penned thought pieces on a range of PR and communications topics, often with a sustainability angle.

Our blog headlines for 2024:

- How do New Zealand’s most trusted companies sustain their reputation?
- NZ companies’ sustainability communication challenge.
- Crisis comms lessons from Cyclone Gabrielle review.
- Mastering the art of breaking bad news.
- Celebrating a decade of the Kantar Corporate Reputation Index.
- My Food Bag’s recall: a lesson in customer communication.
- F is for Focused: why we choose to stay in the sustainability conversation.
- Macro global trends through a New Zealand lens.



Best Practice Guide to Corporate Reputation

In an ever-evolving corporate landscape, reputation remains one of the most critical assets a company can nurture. Wright Communications, co-founders of the Kantar Corporate Reputation Index, has observed significant shifts in how corporations are perceived over the past decade. To mark the 10th anniversary of our involvement with the Index, we proudly produced the Best Practice Corporate Reputation Guide, offering senior PR practitioners and corporate affairs leaders insights into the latest strategies for managing corporate reputation.

As the guide highlights, today's corporate reputation challenges include issues such as data security, environmental responsibility, and ethical labour practices. In recent years, the rise of corporate activism has underscored the need for organisations to align their values with action, particularly in areas like social justice and climate change. The guide also addresses internal culture, stakeholder engagement, and crisis management, providing practical tools and case studies to help businesses maintain transparency and ethical behaviour. Maintaining a strong corporate reputation requires proactive strategies, and this guide is designed to support organisations in navigating these complexities.

Climate Action

B Corp certification

Becoming a B Corp isn't just a certification for us — it's an integral part of a global movement striving to redefine success in business.



We're proud to stand alongside thousands of other companies committed to creating a positive impact on people, communities, and the planet. Being part of the B Corp movement means we hold ourselves to a high standard of social and environmental performance, transparency, and accountability, always striving to balance profit with purpose.

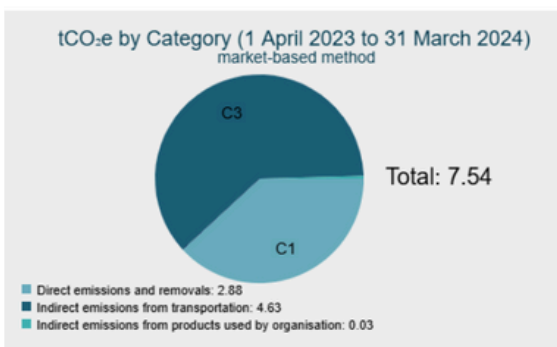
Our commitment extends beyond our own certification. We're honoured to support B Lab in New Zealand with its communications efforts, helping to grow and amplify this movement and inspiring others to join the journey toward a more sustainable, inclusive economy. Together, we're contributing to a collective vision for a better, more responsible future.

Carbon reduction and mitigation

Under the Toitū Envirocare carbonzero programme, Wright Communications has been verified carbon neutral for the seventh consecutive year in 2024 and purchased eight gold standard



credits to offset the unavoidable emissions associated with our business activity. We reduced our footprint by 51% from our base-year total of 15.39 tCO₂e to 7.54CO₂. This was achieved by reducing our light vehicle fleet, and only flying when necessary for business.



Wright Communications is committed to reporting our progress towards reducing emissions and meeting the requirements in the Statement of Ambition. This helps keep us accountable and publicly showcases our efforts on climate action.

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.

Adaptation

We have identified potential risks related to extreme weather events and the resilience of telecommunications infrastructure. While we cannot control the latter, we acknowledge proactive measures taken by our service providers to enhance reliability. These include innovations like Starlink for robust internet connectivity, reinforcing our confidence in maintaining uninterrupted operations.

We maintain a flexible working culture, allowing our team to work from home, mitigating potential disruptions arising from factors like flooding affecting commuting.

Transition

We recognise potential cost increases, such as rising insurance premiums and increased electricity expenses. However, we are prepared to adapt and ensure uninterrupted services to our clients.

Our primary focus is on providing strategic support to our clients in their sustainability efforts, helping them respond to the growing market demand for sustainable products and services.

Natural capital

We are actively supporting organisations committed to reversing the decline in natural capital. For instance, we are proud to be working with Presbyterian Support Northern's 'Communities Feeding Communities' initiative, which promotes sustainable food production and consumption.

Additionally, many of our clients are engaged in various initiatives to protect and restore natural capital, such as reforestation projects, reducing waste and energy consumption, and promoting biodiversity in their operations.

1. How's nature material to Wright?

Advisory services e.g. ESG reporting. Our small team is connected to nature personally and this flows through to our professional values.

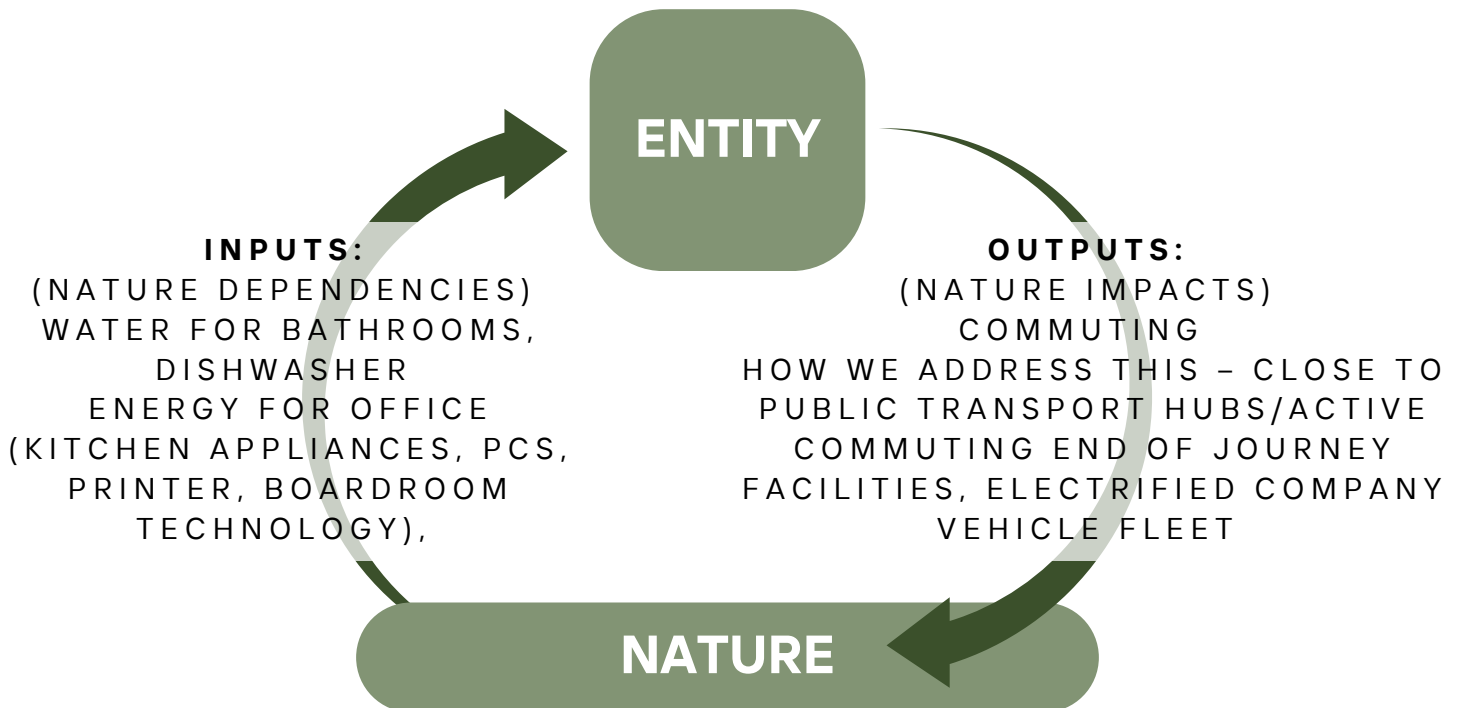
2. Measure key inputs

- Water use
- GHG
- Electricity

3. Start a baseline and align with business strategy- goal is to preserve and restore nature

4. Identify risks geographically

- Auckland CBD – plants in office to improve oxygen levels
- Low emission commuting options
- Gardening for Communities Feeding Communities





Tim Marshall, Kepler Track



Melanie Araya, Kepler Track



Loren Cunningham, Anawhata Beach



Rob Fitzgerald, Taupo Ultra Marathon



Richard Gordon and Henry, Omaha Beach

INNOVATION & ADAPTABILITY

Innovation and collaboration

At the heart of our commitment to innovation is a focus on collaborative thinking. Every Thursday, our team comes together for our Firestarter session – a dedicated time when we brainstorm new, proactive ideas for our valued retainer clients. This weekly gathering invites fresh perspectives, bringing together not only the consultants directly working on each account but also colleagues from across the agency. This approach enriches our thinking, allowing us to explore diverse viewpoints and craft creative solutions that drive meaningful results.

Our Firestarter sessions are just one way we foster a culture of continuous improvement and collaboration. By cultivating an open, inclusive space for innovation, we ensure that we're always thinking ahead on behalf of our clients, exploring new ways to amplify their stories, address emerging challenges, and make a lasting impact. This proactive, collaborative spirit is core to who we are and to our commitment to delivering exceptional value in a rapidly changing world.

Productivity and profitability

Maintaining strong productivity is essential for driving profitability, especially as we commit to providing \$100,000 in annual pro bono work. By efficiently allocating resources and streamlining workflows, we are able to meet the needs of our clients while upholding our pro bono commitments with the same level of dedication and quality.

Our approach to managing both billable and non-billable work ensures that we deliver high-quality outcomes across all projects without compromising our financial sustainability.

In addition to pro bono work, we also explore creative ways of adding value, such as bartering our services with like-minded businesses. This flexibility allows us to strengthen community ties while delivering high-quality outcomes across all projects.

This balance of purpose and productivity allows us to sustain long-term growth, empowering us to give back to the community while continuing to support our valued clients effectively.



Bennetto Chocolate & Twiice Cups media kit, developed as part of our bartering services with other B Corps



Nikki Wright & Amy McWhannell supporting our charity client, Dry July

DIGITAL AND DIVERSITY PRIORITIES

Digital Content Platforms

The rapid growth of digital content platforms has transformed how PR practitioners distribute and amplify messages, opening new pathways to reach diverse audiences with personalised content and drive deeper engagement. These platforms provide an unprecedented ability to tailor messages, target specific demographics, and foster interactive connections with audiences. However, they also present unique challenges. The prevalence of misinformation and constantly changing algorithms requires PR professionals to stay agile, continually refining strategies to maintain credibility and visibility. Adapting to this digital landscape is essential for delivering authentic, impactful communications that resonate in an ever-evolving media environment.

Diversity of Practitioners

Diversity within the PR profession is essential for fostering creativity, cultural competence, and inclusive communications. By embracing a workforce that reflects a variety of backgrounds—across neurodiversity, ethnicities (including Pasifika, Māori, and Asian communities), sex, gender, and age groups — PR teams can better represent and understand the audiences they serve. This diversity enriches perspectives, enhances cultural sensitivity, and strengthens the authenticity of campaigns, leading to more meaningful connections with audiences. A commitment to diversity enables PR professionals to craft messages that resonate widely, fostering a more inclusive and effective approach to communication.

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 whoever 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.

Diversity of Consultants

Ethnicity/ Nationality	
NZ European/ Pakeha	8
Māori European	1
NZ Argentinian	1
Hispanic	1

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

Gender	No. of Consultants
Female	8 (72%)
Male	3 (28%)
Female (senior account directors)	3
Male (senior account directors)	2
Female (senior account managers)	2
Female (account executive)	1
Female (office manager)	1
Female (finance contractor)	1
Female (intern)	1
Total Full-time Employees	11

Management Positions	
Female	2 (66%)
Male	1 (33%)
Number of Managers	3

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 2024, our agency's gender pay gap stands at 17%, higher than the national average of 10% and the 14% average for professional services. However, anecdotal evidence suggests we have better gender diversity than many PR agencies.

While we ensure pay equity across roles, we currently have no men in administrative positions or internships.

This results in women being overrepresented in lower-paying roles, despite their presence in well-paid management and senior consulting positions.

Importantly, when we exclude administrative roles from our analysis, we see a negative 10% gender pay gap, indicating that women earn more than men in non-administrative roles. This figure is lower than the average for professional services firms, demonstrating that we are performing better than many of our peers in this sector.

We remain committed to improving gender diversity across all roles to enhance representation and continue advancing pay equity within our organisation.

Memberships

We value our memberships with the following organisations:





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