

Doing The Right Thing

2025 Sustainability Report

Wright Communications



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OUR 10 BIGGEST SUSTAINABILITY IMPACTS

1

Wellbeing Day

6

Certifications and Memberships

25.5

Community Volunteering Hours

46

WFH Fridays

86.65%

CO2 Emissions Reduction
(Scope 1-3) vs Base Year
2017

\$100K

+ Pro Bono Hours

5

CPD Sessions

16

Attendance at Sustainability Events

88

Thought Leadership Articles

-14%

Gender Pay Gap

THE WRIGHT WAY

2025 marks Wright Communications' nineteenth year in business, a milestone that underscores our longevity in a constantly evolving communications landscape. This has been a year defined by depth, breadth, and purpose: depth in our advisory role as we supported clients through significant challenges and transitions, and breadth in the extraordinary diversity of sectors we've helped to navigate change.



Our consultancy's exposure has spanned the full spectrum of New Zealand enterprise from energy, transport, and infrastructure to food production, technology, manufacturing, housing, and financial services. It is one of the privileges of our profession that we are invited into so many different worlds, helping shape the narratives of industries that, together, define the resilience and direction of our economy.

This year was indicative of the times we are living in. We supported clients through high stakes and sensitive situations from major restructures and country exits to liquidations and receiverships, including being selected to manage the communications for what was arguably the country's largest restructure this year. Each required discretion, empathy, and clarity under pressure.

Alongside this, we continued to deliver on our long-standing purpose commitments, producing the 11th Kantar Corporate Reputation Index and supporting our largest and most loyal client as it topped the reputation leaderboard for the second consecutive year.

Internally, it has also been a year of personal and professional growth. I completed my first term as Co-Chief Judge of the PRINZ Awards, a role that reaffirmed the power of our profession to create meaningful impact. I also completed my first year on a governance board, broadening my perspective on how communication contributes to effective leadership and accountability at a systems level.

At Wright Communications, our people remain at the heart of everything we do. We celebrated team members purchasing their first homes, welcomed new talent, and continued to invest in professional growth and wellbeing through our hybrid work model and Agency Ready internship programme.

Our invitation to join national discussions on system-level change reflects the trust placed in us as a consultancy that bridges business, community, and policy. As we prepare to celebrate two decades of "doing the right thing," we remain committed to standing alongside our clients as they navigate the challenges and opportunities of a rapidly transforming world.

“In an unpredictable world, clear communication is an organisation’s greatest asset. Reputation is not built by what you say, but by how you show up in crises, in transition, and in the everyday moments that define who you are.”

A handwritten signature in black ink, appearing to read 'Nikki Wright', with a stylized flourish at the end.

NIKKI WRIGHT
FOUNDER AND MANAGING
DIRECTOR



ABOUT WRIGHT COMMUNICATIONS

- 19 years of purpose-driven storytelling.
- Strategic reputation and advocacy partner, not a tactical PR supplier
- Deep understanding of complex, regulated systems and how to influence them
- Proven long-term partner with continuity, independence, and surge capacity.

In 2025 we worked alongside owners of globally recognised and locally iconic brands as they embed sustainability more deeply across their operations, supply chains and long-term strategies.

This has been a politically challenging year for sustainability in New Zealand. Despite shifting policy settings and public debate, many of our clients have remained steadfast in their commitments to credible sustainability action and transparent reporting. Others have needed to recalibrate ambition and timelines - and in those cases we have been engaged to provide guidance and webinar training on how to adjust responsibly while avoiding greenwashing and maintaining stakeholder trust.

Across 2025 we supported organisations at the forefront of the renewable-energy and transport transition, circular and regenerative business, and environmentally responsible construction and development.

We also observed a marked increase in interest in credible sustainability reporting and nature-related disclosure, as boards and executives adapt to emerging standards.

We worked with Toyota New Zealand, Lexus, ChargeNet, Concrete NZ, ecotricity, DLA Piper, Generus Living Group, Toitū Envirocare - and, through a successful collaboration with Forsyth Barr and Katie Beith, we helped launch a new CESG/ESG Report - helping them communicate their sustainability priorities, commitments and transparent reporting.

Together we are helping organisations move from aspirational sustainability pledges to measurable progress and robust, stakeholder-ready reporting that stands up in today's dynamic political and regulatory environment.

Social Impact

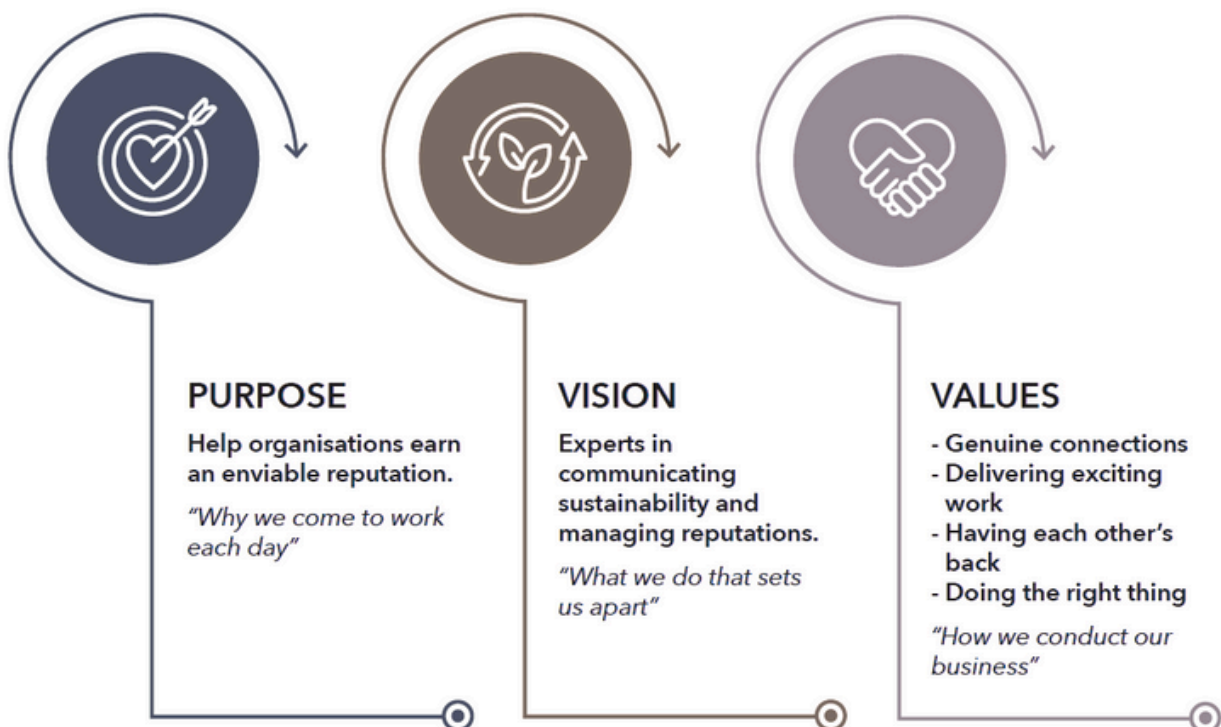
At Wright Communications we provide strategic PR services at reduced rates for not-for-profits registered with the Charities Commission.

In 2025, we were privileged to provide strategic communications management to the following charities for the betterment for New Zealand:



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

THE WRIGHT WAY



WHAT MATTERS MOST

In 2025 we continued to focus on the material issues that shape our business performance, our culture and the value we create for clients and communities. Our previous biannual materiality assessment remains current, and this year we prioritised continuity of the key themes rather than refreshing the assessment.

The issues that continue to matter most to Wright Communications are:

- People and culture
- Client partnerships and value demonstration
- Thought leadership and sustainability influence
- Innovation and adaptability
- Diversity and inclusion



These themes reflect our ongoing commitment to team wellbeing, client-centred service, credible sustainability guidance and our belief in the value of diverse voices and expertise. They also underpin the way we work: collaborative partnerships, transparent reporting and continuous professional development across our team.

Our 2025 Priorities remained centred on:

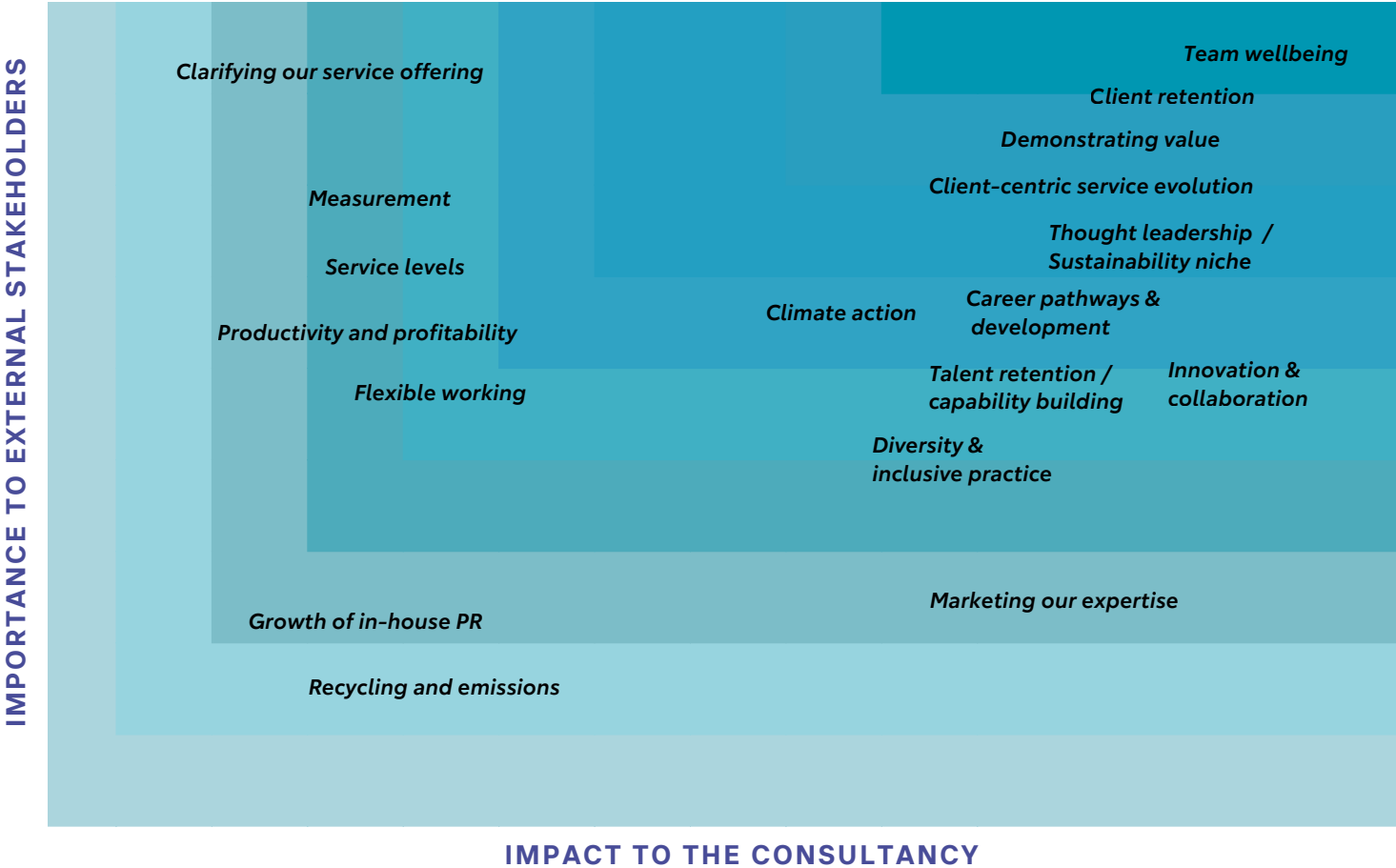
- 1 Team wellbeing
- 2 Client partnerships and retention
- 3 Demonstrating value
- 4 Client-centric service evolution
- 5 Thought leadership and sustainability advisory
- 6 Career pathways and professional development
- 7 Climate action in our own operations and guidance
- 8 Talent retention and capability building
- 9 Innovation and collaboration
- 10 Diversity and inclusive practice

Across the year we have strengthened our advisory on responsible sustainability communication, especially in a more contested political environment, and continued to invest in our sustainability niche through thought leadership, webinars and capability building for clients.

Looking ahead of 2026

We plan to complete a materiality refresh in 2026 to coincide with our next B Corp recertification cycle. This will ensure our priorities remain aligned with stakeholder expectations, emerging standards, and the evolving sustainability landscape.

Materiality Matrix



Team wellbeing

Prioritising employee morale and wellbeing is essential for sustaining productivity in a fast-paced and evolving business environment. By fostering a supportive workplace, we enable team members to thrive and perform at their best, ensuring long-term success for both employees and the agency.

Client retention

Core to the agency’s success and sustainability, ensuring clients remain engaged through high-quality work and demonstrated value.

Demonstrating value

A key outcome of successful client relationships, reinforcing trust and accountability, and showing the agency’s impact clearly.

Client-centric service evolution

Adapting and evolving services to meet changing client needs, ensuring alignment with their goals, fostering trust, and delivering long-term satisfaction.

Thought leadership / sustainability niche

Taking a stand against greenwashing and greenhushing, ensuring transparent, authentic communication while driving sustainable practices and thought leadership.

Career pathways and development

Providing team members with opportunities for continuous learning and skill enhancement supports their long-term career growth in PR. Focusing on professional development ensures they can excel across various roles and responsibilities while contributing to the agency’s success.

Climate action

As a signatory of the Climate Leaders' Coalition committed to limiting global warming to 1.5 degrees, we are also an investor in the Sustainable Business network and an active member of the Sustainable Business Council.

Talent retention

Retaining top talent by offering growth opportunities and ensuring well-being, which is increasingly interconnected with the agency's ability to meet client demands and maintain trust.

Sustainability reporting

We maintain B Corp certification and Toitu net carbon zero certification, complemented by annual sustainability reporting to effectively track and communicate the agency's impact.

Productivity and profitability

Maintaining productivity is essential for driving profitability, especially when managing \$100,000 in annual pro bono work. Efficient resource allocation, streamlined workflows allow the agency to balance client demands with pro bono commitments, ensuring high-quality output without compromising profitability. Careful management of both billable and non-billable work is crucial for sustaining long-term growth

Workplace wellbeing

Initiatives such as the annual Wellbeing Day, whanau evening during winter solstice, and monthly reward and recognition programme to celebrate employee contributions.

Innovation and collaboration

Firestarter brainstorming on Thursdays to encourage creativity and team collaboration in driving innovative solutions' for our valued retainer clients.

Digital content platforms

The rise of digital content platforms has reshaped how PR practitioners distribute and amplify messages. Leveraging these platforms effectively is essential for reaching diverse audiences, personalised content, and driving engagement. However, the increasing presence of misinformation and evolving algorithms require constant adaptation to maintain credibility and visibility.

PEOPLE AND CULTURE

Team wellbeing and flexibility

Our people remain central to Wright Communications, and we continue to prioritise wellbeing, balance and flexibility. In 2025, we maintained hybrid working, offered a paid Wellbeing Day and continued our weekly Diamond and Coal sessions to check in on highs, lows and workload balance. Our Jar of Awesome and Wall of Wow traditions remain part of celebrating great work and positive client feedback.



We also continued community volunteering with Presbyterian Support Northern's Communities Feeding Communities programme, recognising the wellbeing benefits of spending time in nature and contributing skills for good.

Career growth and learning

Professional development is embedded in our culture. All consultants receive PRINZ membership and access to CPD, with structured roles and annual career conversations aligned to recognised industry frameworks.

In 2025 team members participated in webinars and specialist sustainability briefings. Senior practitioners also contributed to industry learning through speaking engagements, mentoring and guest lectures.

Internship and alumni

Our Agency Ready internship continued to support greater diversity in the communications profession. Created in partnership with AUT's Bachelor of Communication Studies, Agency Ready provides practical, hands-on experience while supporting greater ethnic representation across the sector. Interns are paid the Adult Living Wage and gain experience across client delivery, ethical practice and professional standards. We remain connected with past interns and staff, including alumni who continue to act as ambassadors for our values and culture.

In 2025, Aaliyah Bucknell-Hemara graduated from the programme and moved into an Account Executive role with us, becoming our second Agency Ready graduate. Ahakoa he iti, he pounamu - Aaliyah understands that even the tiniest gestures can carry great significance.



"I am so grateful for the Wright Communications internship programme, for allowing me to learn, grow and work under such a supporting team of industry experts helping me day by day."

Diversity snapshot

Our team reflects a diverse range of backgrounds and experience. While there is more to do, we continue to build a workplace where people feel respected, supported and able to contribute their best.

Ethnicity/ Nationality	
NZ European/ Pakeha	7
Māori/ Pasifika / European	1
NZ Argentinian	1

Age	
20-29	3
30-39	0
40-49	2
50-59	1
60-69	2
70-79	1

Gender	No. of Consultants
Female	6 (67%)
Male	3 (33%)
Male (Senior Account Director)	1
Female (Group Account Director)	1
Male (Group Account Directors)	2
Female (Account Director)	1
Female (account executive)	1
Female (office manager)	1
Female (finance contractor)	1
Female (intern)	1
Total employees	9

Gender pay gap

Based on our current team, the median pay for women is 28.7% lower than the median pay for men. This headline figure is influenced by role mix, including the presence of an office manager role held by a woman.

When this role is excluded to allow a like-for-like comparison across professional roles, the gender pay gap reduces to 14.3%.

We recognise that both figures are important. The overall gap reflects the structure of our workforce, while the adjusted figure provides additional insight into pay equity within comparable roles. We remain committed to fair and equitable remuneration, transparent reporting, and ongoing review as our team and role mix evolves.



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.

Alumni

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

"I loved my years at Wright Communications. It was great to work with such a kind, fun, experienced team of senior doers - no task too big or small. I was able to share my own knowledge and continue learning from some of the best in the field. Nikki has built a great team spirit - a close knit group of people who work hard, laugh hard, and support each other, whether providing an extra pair of hands, a wise head or a hug on a tough day. For clients, this means that even though you liaise directly with one or two people you actually have on board a whole team of people who genuinely love their work and clients."



Ellie Martel, FMA Senior Advisor,
Media Relations

Te Ao Māori

At Wright Communications we remain committed to deepening our understanding of te reo, tikanga and Te Ao Māori. While we paused our formal learning this year due to reduced client interest, we continued to integrate everyday practice and reflection into our workplace.

A simple but meaningful step has been opening our Monday team meetings with our own karakia, reinforcing connection, intention and respect. We recognise this as an ongoing journey and will continue to look for opportunities to learn, practice and engage in ways that are authentic and relevant to our team and our work.

*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*

Sustainability Events Attended

Date	Event	Attendees
27 Feb	SBC event - Leadership in a changing landscape	Rob
28 Feb	IoD Chapter Zero event - Iron Duke attending	Nikki
26 March	TNFD Webinar: An insider's journey - insights from key practitioners and businesses embarking on the TNFD journey	Nikki
8 April	Kantar/SBC Better Futures	Nikki
14 May	B Corp networking SBC Executive networking breakfast	Nikki
24 June	SBN Networking event	Amy McW and Aaliyah
13 Aug	SBC Connects Executive ACM breakfast with Brad Olsen	Nikki
4 Sept	B Lab event with Andrew Davies	Nikki, Amy McW and Rob
8-9 Sept	Climate change and business conference	Nikki
7 Oct	Toyota Sustainability Report – Event	Nikki, Richard, Amy McW and Rob
4 Nov	MFAT Stakeholder meeting - COP30 – zoom meeting	Nikki
7 Nov	Chapter Zero NZ Breakfast with Michael Kobori - From values to value	Nikki
18 Nov	Speaker at SBC webinar Pledges vs Progress: Navigating the Risks and Realising the Opportunities of Corporate Sustainability Targets	Nikki

Date	Event	Attendees
20 Nov	Climate Leaders Coalition breakfast to launch next chapter	Nikki
27 Nov	Online meeting Zoom COP30 Debrief & Dialogue: Key Insights from Belém for NZ Business SBC	Nikki



Wright Communications Nikki, Richard, and Amy with the Toyota NZ team at the 2025 Kantar Corporate Reputation Index awards, celebrating Toyota being named New Zealand's most reputable company for the second year running.



Nikki Wright at the Sustainable Business Council, Annual Council Meeting.

Internal Promotions

This year, we celebrated two internal promotions in our team, Rob Fitzgerald was promoted to Group Account Director and Amy McWhannell was promoted to an Account Director.



Rob Fitzgerald, Group Account Director

“Stepping into the Group Account Director role is a really meaningful milestone for me professionally. It reflects the opportunity I’ve had to keep growing my leadership skills, deepen client partnerships, and help shape the strategic direction of the work we do. I’m pleased to be progressing my career with a firm that values long-term development, collaboration, and delivering work that genuinely makes a difference.”



Amy McWhannell, Account Director

“Being an Account Director has shaped how I lead, communicate and perform under pressure through increased responsibility and a bigger workload with key clients, helping me refine my strengths and grow as a PR practitioner. The trust I’ve earned has enabled flexible working, including living outside Auckland, and allows me to teach group fitness at Les Mills before and after work, where those leadership skills work hand in hand.”

CLIENT PARTNERSHIPS, IMPACTS & RETENTION

Client partnerships & impact

Long term partnerships are central to the way Wright Communications works. In 2025 we retained the majority of our retainer portfolio and continued to support a number of long standing clients who have been with us for many years. Our advisory has evolved with their needs, moving from traditional communications support to deeper sustainability storytelling, reputation strategy and ESG advisory.

Our impact is delivered through communications that inform, engage and influence. During the year we supported clients such as Genesis Energy with the publication of its modern slavery report and Toyota New Zealand with sustainability storytelling and stakeholder engagement. These projects demonstrate how strategic communications can create tangible value, strengthen trust and support organisational purpose.

Purpose driven work continues to be a distinctive part of our portfolio. Through pro bono and charity partnerships including Dry July, Presbyterian Support Northern, Surf Life Saving and the Meningitis Foundation, we continue to contribute skills and time to initiatives with real community impact.

We view this contribution as part of our wider agency handprint: the positive difference created through our client work, our pro bono commitments and our ability to influence responsible communication standards across Aotearoa New Zealand.

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 public-sector and non-profit organisations.

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	17 years
✔ Lexus	17 years
✔ Wainhouse Distribution	17 years
✔ Kantar	14 years
✔ Presbyterian Support Northern	12 years
✔ Surf Life Saving Northern Region	10 years
✔ Forsyth Barr	8 years
✔ National Road Carriers	7 years
✔ Delta Insurance	7 years
✔ South Waikato District Council	6 years

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.



ESG market 'reshaping' after backlash, but leaders charge ahead

Forsyth Barr's fourth annual C&ESG Ratings Report identifies an opportunity for a reset, both locally and globally.



Hydrogen Powered Trucks A Focus For Toyota Sustainability Report

@ admin | October 9, 2025 | Blog, Just Transition, News



DRIVING GOOD: Pūkaha and Toyota's partnership in conservation

The Kiwi innovators driving transformational change across the business landscape

NZBusiness Editorial Team
November 21, 2025 / 3 Mins Read



What's holding up the greening of concrete?

Miriam Boll | The Post

October 21, 2025

Share



Lifeguards Rescue 61 People As Early-Summer Conditions Test Beachgoers

December 8, 2025

Press Release – Surf Life Saving New Zealand



There's nothing more sobering than cancer

Every 22 minutes, another New Zealander hears the devastating news they have cancer. In July alone, more than 2000 Kiwis will be diagnosed. And that's why Dry July is so important. The Dry July campaign challenges people to give up alcohol for the month of July and raise funds for New Zealanders affected by cancer.

People can participate as individuals or as a workplace team. Participants are encouraged to seek sponsorship or for public figures to have a star off going dry for special occasions.

"The emotional and mental toll of cancer often goes unseen, despite great New Zealanders being directly or indirectly impacted," says Dry July New Zealand communications director Veronica Shale said. "That's why it's important we show up, not just to words, but to action."

Cancer support services help people navigate their way through diagnosis, treatment, and living with cancer. These services rely on public donations.

Dry July 2025 is officially open for registration and New Zealanders are being urged to sign up, as alcohol has led to a month and a half later to provide more medical support for the people close to them who are fighting cancer.

"This year's message from Dry July is that there is nothing more powerful than showing up for others, think about your own personal connection to cancer and the impact it has on your life. Dry July raises funds for three incredible cancer charities: Lung Cancer Trust, Breast Cancer Foundation New Zealand, and Prostate Cancer Foundation New Zealand. These organisations provide free personal care services, rehabilitation, therapy, counselling, and community support that help people rebuild their confidence and find their footing following diagnosis.

"These services are vital, since without them the lives of those affected by cancer would be much more difficult. Every Dry July registration and donation helps those affected by cancer.

Dry July raised more than \$500,000 last year, and since it launched in New Zealand in 2015, more than 60,000 people have taken part, raising more than \$60 million to support cancer patients, their whānau and carers.

To help keep motivation high, this year's campaign includes exciting prizes and incentives for participants.

"We've made it even more exciting to get involved," Shale said. "There are some prizes up for grabs throughout the month to keep participants motivated and inspired, and while making a real difference for people affected by cancer."

Dry July raised more than \$500,000 last year, and since it launched in New Zealand in 2015, more than 60,000 people have taken part, raising more than \$60 million to support cancer patients, their whānau and carers.

Take up the challenge and join the Dry July campaign online today at dryjuly.co.nz.

Give up alcohol in a small sacrifice



social housing units as demand for small homes surges

Nina Hindmarsh | Nelson Mail

December 12, 2025

Share



New Christchurch organics plant gets final consent

Tina Law | THE PRESS

August 18, 2025

Comment (1) Share



New Zealand's longest running helpline forced to slash hours and miss calls

Maddy Croad | THE PRESS

November 6, 2025

Comment (4) Share



Client-centric Service Evolution

Sustainability and reporting advisory

Shifts in government policy during 2025 resulted in reduced market emphasis on formal sustainability and climate reporting. As a result, reporting was a more selective focus for Wright Communications this year. Where clients required full support, we continued to lead end-to-end delivery. This included holding the pen on Toyota New Zealand's Sustainability Report, as we have done in previous years, alongside supporting the organisation to activate the report's findings through a stakeholder engagement event. This ensured the reporting process extended beyond disclosure to meaningful dialogue and insight sharing. We also supported Genesis Energy with its Modern Slavery Report, reflecting ongoing expectations from global supply chains and international stakeholders, despite the New Zealand Government stepping back from proposed legislation.

Emerging area: nature reporting

While regulatory momentum eased in 2025, we continued to invest in future capability. This included establishing a partnership with Nature Positive in Dunedin, responding to growing interest in nature-based reporting, biodiversity, and natural capital.

Looking ahead to 2026, we anticipate renewed demand as organisations prepare for evolving expectations across climate, nature, and sustainability performance. Wright Communications is positioning to support clients with pragmatic, narrative-led reporting and engagement that prioritises credibility, relevance, and impact over compliance alone.

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.



Toyota New Zealand 2025 Sustainability Report



INEX Materiality Report 2025

LEADERSHIP AND INFLUENCE

In 2025 we continued to play an active role in shaping sustainability, governance and communications standards in Aotearoa New Zealand. Our work extends beyond client engagements to include research, education and independent thought leadership that helps organisations navigate a rapidly changing landscape.

Insights and events

Across the year we delivered blogs, webinars and speaking engagements on sustainable communications, greenwashing and greenhushing, ESG reporting, nature disclosure and AI. We also marked the 11-year milestone of the Kantar Corporate Reputation Index, reflecting on a decade of learnings about trust, reputation recovery and the rising expectations for corporate behaviour in New Zealand.

Reputation and ESG expertise

Reputation and ESG remain core areas of our advisory. Our research, client workshops and training sessions made a direct contribution to improving communication integrity and reducing the risk of misleading or overstated claims. Our insights have been widely shared across the communications sector, supporting more responsible sustainability storytelling.

Partnerships and collaboration

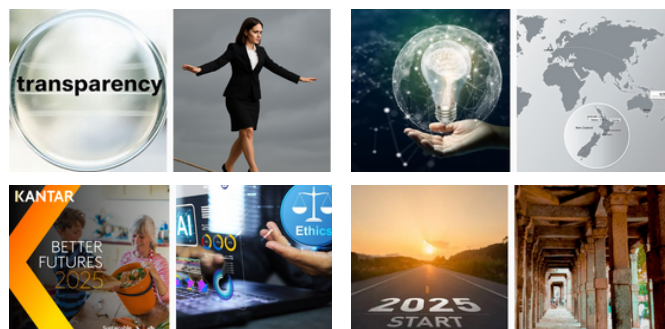
We continued collaboration with organisations including AUT, DLA Piper, Ākina, SBC and B Lab to support capability building, research and advisory development across ESG, circularity and responsible business. These partnerships extend our influence and help advance collective understanding on emerging sustainability expectations.

Reputation and risk

In 2025 we advanced our advisory on emerging risks including AI generated misinformation, cyber related reputation risks and communication integrity. Through training and research we have helped leaders build preparedness for these issues, recognising that reputation risk now spans digital, operational and ESG domains.

Our blog headlines for 2025

- When Allegations are Ignored, Reputations Become Casualties
- Walking the Tightrope: How to Communicate the Departure of a Senior Leader
- Innovation alone won't secure trust in New Zealand's future industries
- Growing Our Regional Footprint and Global Reach
- Consumers Hold the Line on Sustainability and Expect Business to Do the Same
- AI in PR needs Strategy, not Hesitation
- PR Trends in 2025: Advancing Sustainability, Reputation, and Cut-through



CLIMATE ACTION AND EMERGING SUSTAINABILITY PRIORITIES

Carbon performance

Wright Communications continues to be verified net carbonzero by Toitū Envirocare, with our latest emissions independently measured and offset through certified credits. In 2025 we again reduced our organisational footprint through fewer flights, a smaller vehicle profile and increased use of remote collaboration.

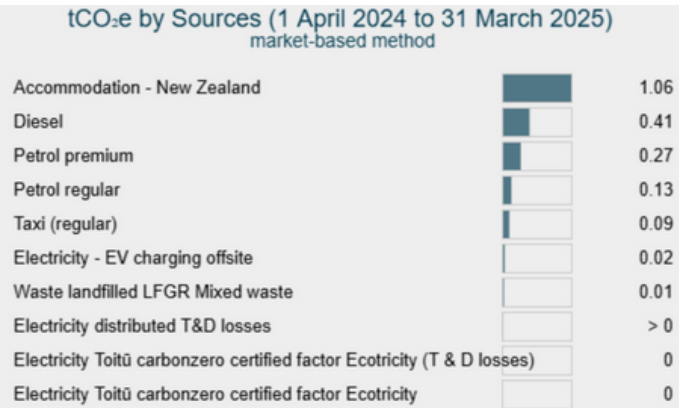
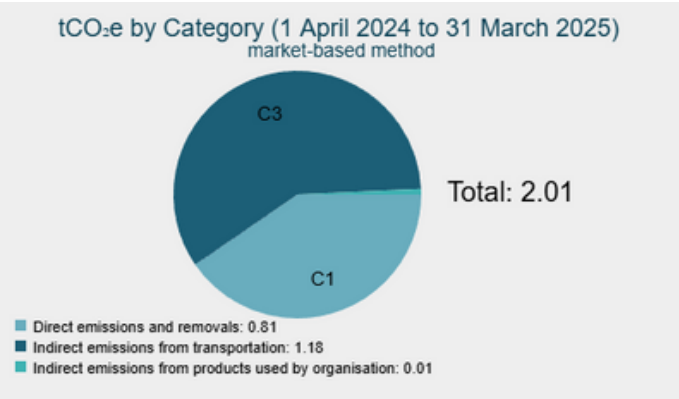
Although our footprint is very small, we remain committed to reducing operational emissions year on year and reporting transparently on our progress as part of our Toitū programme and Climate Leaders Coalition commitments.



B Corp as business for good

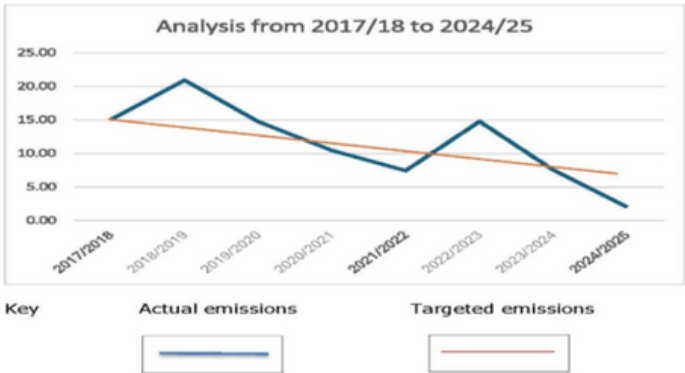
Our B Corp certification continues to anchor our purpose and decision making as a business that balances profit with positive impact. Being part of this global movement influences how we work with clients, how we make purchasing decisions and how we support our people.

During 2025 we also continued to support B Lab Aotearoa New Zealand to raise awareness of B Corp principles and encourage businesses to adopt higher standards of social and environmental performance.



As a signatory to the Climate Leaders Coalition Statement of Ambition, Wright Communications is committed to continued emissions reductions aligned with a 1.5 degree pathway. While our operational footprint is tiny, we treat our commitments seriously and continue to review travel decisions, fleet management, electricity use and remote working options to keep reducing emissions against our base year.

We will report updated emissions reduction progress, targets and supporting data in our 2026 Sustainability Report, informed by our next full materiality assessment.



Nature and human capital

Sustainability priorities continue to evolve beyond climate. In 2025 we advanced our thinking and client advisory on emerging topics including natural capital, nature related disclosure and social capital. We are applying the same disciplines used in climate reporting to nature, including identifying impacts, dependencies and risks and preparing for future disclosure requirements.

We established a new partnership with Nature Positive Consultancy and jointly developed a capability statement that outlines our advisory offer and integration with communication strategy. This partnership gives us access to technical expertise and strengthens our ability to help organisations prepare for evolving nature disclosure standards.

Human capital continues to be a core material theme for Wright Communications, with employee wellbeing and professional development recognised as essential to long term value creation. Our focus on culture, mental wellbeing, flexible work and learning directly strengthens our capability and resilience as a team and contributes to what we see as our social capital.

By integrating climate, nature and human capital into our approach and our advisory, we are preparing both our business and our clients for a broader and more credible sustainability future.

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.

How's nature material to Wright?

Advisory services e.g. ESG reporting.

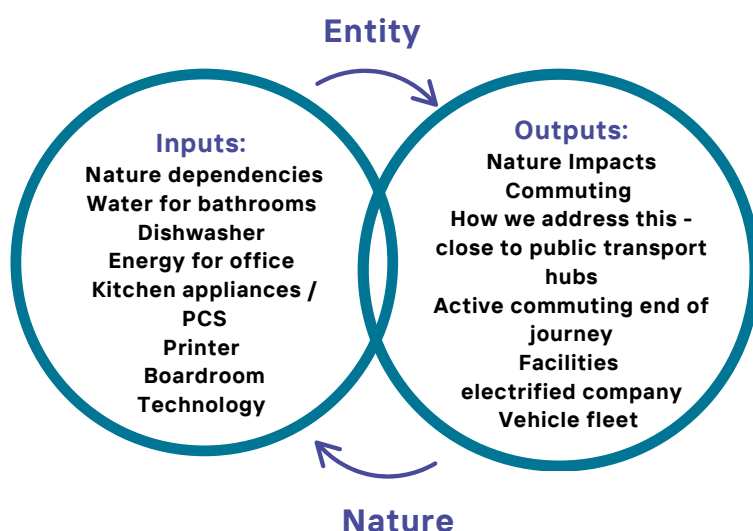
Our small team is connected to nature personally and this flows through to our professional values.

Measure key inputs

- Water use
- GHG
- Electricity

We have identified risks geographically:

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





Amy McWhannell and her partner Joe completing the Tongariro Alpine Crossing



Richard Gordon picking a few hydrangeas at his property in Omaha Valley



Amy McWhannell teaching Core at Les Mills



Tim, his partner Halcyon and friends tramping through the Waitakere Ranges



Amy Robens celebrating her efforts completing the Omaha half marathon

INNOVATION & ADAPTABILITY

Innovation at Wright Communications is driven by collaboration, experimentation and a willingness to evolve as our clients' needs change. When appropriate, we bring the full team together for structured brainstorm sessions to generate proactive ideas for our retainer clients. These sessions draw on diverse perspectives across the agency and consistently surface fresh thinking and new approaches, strengthening collaboration and reinforcing a culture of shared problem-solving.

Digital tools and generative AI are now embedded in our workflow, from research and stakeholder insight to storytelling, content planning and measurement. We continue to upskill and experiment so we can use technology responsibly to lift strategic value and support clients in a rapidly changing communications environment.

Balancing productivity and purpose remains central to our business model. We commit around \$100,000 each year to pro bono work and community support, and we manage resources so that all client work, paid or pro bono, receives the same level of quality and attention. We also explore partnership models, including bartering services where appropriate, to extend our impact without compromising financial sustainability.

By combining collaborative innovation, responsible adoption of digital tools and a disciplined approach to productivity, we are able to keep evolving our services and make a meaningful contribution to the organisations and communities we support.

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.



Amy Robens pictured volunteering at the GLAD X Everybody Eats, Night of Festive Feasting in Onehunga



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

Memberships

We value our memberships with the following organisations:



WRIGHT COMMUNICATIONS

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Auckland CBD.

A decorative graphic in the bottom right corner consisting of three overlapping circles. The top-right circle is a dark purple color. The bottom-left and bottom-right circles are a lighter, muted purple color. The circles overlap in a way that creates a central triangular area where all three colors meet.