

WRIGHT
COMMUNICATIONS

**South Waikato Media Coverage
26 March – 06 May 2022**

Coverage summary

Wright Communications achieved six pieces of proactive coverage for South Waikato District Council in the six-week reporting period from March 26 to May 6 2022. These stories consisted of three online and three print articles and amounted to a total reach of over four million New Zealanders.

All media clippings delivered high results on the PRIA scale with an average tone and criterion rating of 4, indicating excellent delivery of key messaging, imagery, product placement and tone.

The Waikato's first climate action Climathon took place in late March in Tokoroa, organised by Impact Hub Waikato. The inaugural event saw students, entrepreneurs, young professionals, architects, engineers and data scientists co-create innovative solutions to help pave the way to a greener future.

A South Waikato-based team of six who developed the online platform 'Enviro Story' emerged as the overall winners, beating 60 other changemakers for a prize of \$2000 to turn their idea into a reality. All members of the team were women from Putāruru and Tokoroa.

The news was successfully landed in Stuff.co.nz, Waikato Business News online and print editions and in the South Waikato News.

Wright Communications also supported South Waikato District Council on the development and execution of a media famil for Stuff, ensuring South Waikato earned its place front and centre in a wider travel edition about the Waikato region.

We developed a detailed itinerary for reporter Lorna Thornber that included accommodation at the Okoroire Hot Springs Hotel and Riverside adventure activities such as hiking, bike riding and glow-worm kayaking, with other recommendations for the district such as Over the Moon Dairy and the Putāruru Blue Springs walkway.

The resulting coverage shone a positive light on tourism in the district, with Lorna enjoying her adventure, the Blue Springs and Over the Moon Dairy. The glow worm caves featured on the cover of the May 1 Sunday Star Times Travel insert, and a total of four pages included mentions of South Waikato activities, including a full page story based on Lorna's itinerary. The story was also circulated on Stuff.co.nz with roadblocked ads for South Waikato.

Total Coverage Reach: 4,071,836

Online

stuff | waikato times | Log in

news

WANTING THAT RAISE

South Waikato team clean up at inaugural Climathon

Matthew Martin - 13:11, Apr 12 2022

Half of the South Waikato's winning Climathon team, from left, Dorela Peacock, Meera Sharma and Colleen Litchfield.

A combined team of Tokoroa and Putāhuru women have taken out the Waikato's first climate action Climathon.

The South Waikato-based team of six, who developed the online platform 'Enviro Story' to inspire and connect a new wave of climate action volunteers, emerged as the overall winners - walking away with \$2000 to turn their idea

most popular

- 1 One person charged after three people stabbed in Cambridge
- 2 Quiz: Morning trivia challenge: May 5, 2022
- 3 No fionnle for Summer over

2 SOUTH WAIKATO NEWS, APRIL 20, 2022

YOUR LOCAL NEWS

neighbourly.co.nz/southwaikat

South Waikato succeed at Climathon

MATTHEW MARTIN

A combined team of Tokoroa and Putāruru women have taken out the Waikato's first climate action Climathon.

The South Waikato-based team of six, who developed the online platform 'Enviro Story' to inspire and connect a new wave of climate action volunteers, emerged as the overall winners – walking away with \$3000 to turn their idea into reality.

More than 60 change makers from across the region came together online during the week of March 28 to April 3 to develop, test and pitch their ideas for climate action during the Waikato's first Climathon event.

Organised by Impact Hub Waikato, the inaugural Climathon saw students, entrepreneurs, young professionals, architects, engineers and data scientists co-create innovative solutions to help pave the way to a greener future.

Sifting through so many bright ideas was no easy task – but Hamilton city councillor Sarah Thompson – who sat on the judging panel alongside Jennifer Nickel, Hannah Huggan and Riki Manarangi – said Enviro Story stood out because they identified a gap in the environmental space.

"Their project has the potential to connect people to projects happening in the local neighbourhood, and inspire them to



Half of the South Waikato's winning Climathon team, from left, Charie Pascoe, Meena Sharma and Colleen Litchfield.

get involved. It's exciting for Hamilton because we've just signed Nature in the City – our 30 year biodiversity strategy, and this project helps locals get involved in environmental restoration," Thompson said.

Enviro Story is made up of Meena Sharma, Colleen Litchfield, Charie Pascoe, Tracy Numanga, Nanise Gimson and Honey Smith. Camilla Carty-Melis was their mentor.

Their idea aims to remove barriers that prevent people from becoming engaged as climate action volunteers via a website featuring inspirational stories and videos to empower and enable action.

"The initial idea came from a conversation around our experiences with groups doing amazing conservation work, and these groups uniformly proclaiming that nobody knows about what they do," team member Pascoe said.

"With our individual skills we realised that between us we likely had the tools to do something about this, to get the word out there and connect keen but apprehensive volunteers with worthwhile projects."

The team is now thinking about potential collaborators or benefactors and plan to use the prize money to ensure the project engages regional

volunteering networks.

E-asy (an e-bike subscription service for young professionals and urban commuters), Climate Commons (a forum for enabling collaboration among climate action initiatives) and Small Wins, Big Planet (a platform for celebrating climate victories) also emerged with prizes across the Innovation, community, and youth categories, respectively, while Mode Choice May (a month-long challenge for sampling a range of alternative transport options) took out the people's choice award.

Climathon Waikato project lead Emma Sinclair said the co-design challenges represent the environmental concerns that youth have and reflect what the community sees as important. She was inspired by the solutions participants developed in response.

"Everyone showed up with a smile on their face – willing to collaborate, challenge their thinking, validate their beliefs, test their theories, knuckle down, and address these challenges.

"It was awe-inspiring to see and hear the participants' ideas for climate action," she said.

This year's event was made possible by the Waikato Wellbeing Project, Trust Waikato, Hamilton City Council, the Waikato Plan, and the University of Waikato.

Online

WAIKATO BUSINESS NEWS

NEWS REGULAR COLUMNS OUR ISSUES AGRIBUSINESS NEWS SHOWCASE Hi



Winning South Waikato Climathon team - from left Cherie Pascoe, Meena Sharma and Colleen Litchfield.

South Waikato team wins the Waikato regions first-ever Climathon event

BY WAIKATO BUSINESS NEWS ON 26/04/2022 NEWS

A platform designed to inspire and connect a new wave of climate action volunteers, has proven to be a winning formula at the Waikato's first-ever Climathon Ideathon.

The virtual Climathon event provided locals with an opportunity to develop tangible solutions to some of the Waikato's greatest climate challenges.

Online

stuff ≡ travel
waikato



more from stuff pali

- Easy DIY projects to tackle this weekend
- Humiliator DJ told to leave US flight over offensive leggings
- Panic at Israeli airport as American tourists try to bring souvenir unspiced
- Taiwanese couple get Covid, while on Covid-delayed overseas holiday
- A1 Wor 1000

South Waikato: Hiking and biking the North Island's most underrated region

Lorna Thorber • 05:00, May 01 2022



stuff The little Kiwi town full of surprises

Next time, don't just drive through Cambridge. From camping seasons to glowworm adventures, this Waikato destination offers a shimmering escape like no other.

The glowing maggots sure put on a good show.

Floating between the narrow walls of the bush-covered canyon, our paddles resting on our laps as the current carried us through the deepening darkness, we were suddenly surrounded by pinpricks of bright white light to match the star-studded sky overhead.



Kayaking into a hidden glowworm cavern.

Nothing disturbed the peace and quiet save the gentle trickle of invisible mini-waterfalls. Even the chatty children in the group seemed to have been stunned into silence.

I'd arrived at Riverside Adventures' base on the banks of lower Lake Karapiro that afternoon not quite sure what to make of my upcoming adventure. The evening kayak tour to a hidden glowworm canyon sounded magical, but I wondered if the old body would be up to it. The only real workout my arm muscles get these days is lifting cans from the kitchen cupboard, and I'm weirdly intolerant to cold – my fingers drain of blood and go numb when my body temperature drops too low (thanks for nothing Raynaud's syndrome).

READ MORE:

- * These are the Pacific Islands Kiwis can travel to this winter
- * Here's where Kiwis went to this summer, and where they didn't
- * I will never tire of the Greek Islands



Rising downriver through a galaxy of glowworms is an utterly immersive experience.

Thankfully, the team is prepared for tricky customers like myself. Our group of eight was handed waterproof pants, splash jackets, gloves and beanies before getting out – there were even thermals available for those not already wearing their own.

No first-time trip to the South Waikato is complete without a visit to the Blue Spring near Pōtāhuru – and it's well worth taking the long way round. It's a 15-minute walk to the spring from the Leslie Road entrance, but the 4.7km Te Waihou Walkway from the Whites Road car park traces a river at least as stunning as the star attraction – if only because it goes on and on.



The swirling blues and greens of Te Waihou river look like they belong on an impressionist painter's canvas.

I envied the ducks gliding across water so clear and blue it seemed almost too pure to exist on this planet, but it's a good thing human beings are banned from swimming in it – the spring supplies about 70% of New Zealand's bottled water. Flowing over underwater plants, the river's swirling blues and greens look like something Monet might have painted – and the colours get more vivid as you get closer to the spring, whose clarity reflects its red-light absorbing optical purity.

If there's one thing that goes as well with cheese as wine it's outdoor exercise, so treat yourself to a visit to the nearby Over The Moon Dairy when you're done. A collector of international awards, the dairy transforms milk from local cows, goats and buffaloes into all manner of creamy delights – from black truffle-infused brie to earthy blues. It's high-calorie work exploring the many natural wonders of the Waikato. You've earned it.



Essentials:

Getting and staying there: A good base for exploring the region, the Okoroire Hot Springs Hotel is about a two-hour drive from Auckland. Double rooms start from about \$170 a night and include use of the private natural hot springs. See okoroirehotel.co.nz

Playing there: Riverside Adventures offers cycling, kayaking and customised tours along the Waikato River and beyond. A guided three-hour bike tour along the Karapiro section of the Waikato River Trails costs \$99 with your own bike



Standing atop Waiwera Falls, you can't help but feel you're living life on the edge.

The latter half of the trail is a natural Thighmaster – my muscles are still giving me grief after three days – but the view from the top was well worth my new awkward gait. Standing beside – or if you're brave in – a natural infinity pool overlooking thick bush and emerald fields, you can't help but feel you're living life on the edge. And eating lunch beside white water gushing over a 153-metre escarpment is quite the rush.

The following morning I made my way to Riverside Adventures' base to tackle a section of the Waikato River Trails, which pass farmland, native bush, pine forest and a series of hydro-electric dams on their more than 100km from Adamuri to Lake Karapiro.

With plenty of ups, downs and tight corners, they're a more adventurous option than the nearby Hauraki Rail Trail, but there's plenty to satisfy easy riders like myself – the five sections range from easy to expert. With shuttles available to transport you to the section of your choosing and quality cafes en route, they make for a great day – or days – out.



With sections ranging from easy to expert, the Waikato River Trails cater for cyclists of all abilities.

Media Coverage Analysis

Organisation: South Waikato District Council
Issue: Media coverage 26 March – 06 May 2022

DATE	PUBLICATION NAME	TITLE	MEDIA TYPE	PRODUCT	REACH	SENTIMENT (0/1 PT)	QUALITY RATINGS (0/1 PTS)			TOTAL QUALITY RATING
							PRODU CT VISUAL	BRAND MENTI ON	KEY MESSA GES	
12/04	Stuff.co.nz		Online	Article	1,947,000	1	1	1	1	4
20/04	South Waikato News		Print	Article	19,792	1	1	1	1	4
26/04	Waikato Business News		Online	Article	418	1	1	1	1	4
01/05	Waikato Business News		Print	Article	418	1	1	1	1	4
01/05	Sunday Star Times		Print	Famil	177,000	1	1	1	1	4
01/05	Stuff.co.nz		Online	Famil	1,947,000	1	1	1	1	4
AVERAGE TONE AND CRITERION RATING						4				
TOTAL REACH						4,071,836				
NUMBER OF MEDIA ITEMS						6				
BUDGET						\$6,000 (PR BUDGET: \$4,000 MEDIA RELATIONS PER MONTH)				
COST PER CONTACT/OPPORTUNITY TO SEE						\$0.0014 (BUDGET DIVIDED BY REACH)				

Media Coverage Analysis

Key:	
Reach	Total readership and daily unique browsers/viewers of a publication.
Sentiment	The tone of each item is rated 1 for positive and 0 for negative. Tone looks at the article's overall perspective on the organisation, product or topic. Should be noted that tone is subjective.
Product Visual	The product visual is rated 1 for a visual of the client product included and 0 for no visual included.
Brand Mention	The brand mention is rated 1 for a written mention of the organisation or product and 0 for no mention of the brand in the text.
Key Messages	The key messages are rated 1 if key messages from our collateral are included in the text and 0 if they are not.