

**WRIGHT**  
COMMUNICATIONS

---

**South Waikato Media Coverage**  
**07 May – 20 June 2022**

## **Coverage summary**

---

Wright Communications achieved five pieces of proactive coverage for South Waikato District Council in the six-week reporting period from May 7 to June 20 2022. These stories consisted of one online story, two print clips and two social media mentions of note. The total reach amounted to over seventy thousand.

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.

After Wright Communications' work with South Waikato District Council on its town rebranding project, a positive story appeared on Radio New Zealand's online site, stating that while the rebranding of the district is set to attract new visitors and investors, the new identity will also represent the local Pasifika culture.

Wright Communications also liaised directly with Local Government Magazine and Kerry Fabrie at SWDC to write a two page story to include in the June issue. The story highlighted the recent success in multiple architectural competitions for the Leith Place toilets in Tokoroa CBD, and how the development represents just a fraction of the exciting developments on the go in the district.

Mayor Jenny Shattock said in the story she is thrilled that such projects are generating praise and recognition, as the region declares itself "Open for business".

OFI, Oji Fibre Solutions and SWIFT were also mentioned in the story, which appeared in print, and was plastered across the social channels for the publication, roadblocking profile and cover photos for the month.

**Total Coverage Reach: 74,155**

# Online Coverage

LOCAL DEMOCRACY REPORTING / LIFE AND SOCIETY

## South Waikato District rebrand to reflect diverse Pasifika community

5:36 pm on 24 May 2022

Share this: [Twitter](#) [Facebook](#) [Email](#) [RSS](#) [LinkedIn](#)

Aden Miles Morunga, Local Democracy Reporter  
[aden.miles@pmrn.co.nz](mailto:aden.miles@pmrn.co.nz)

South Waikato District Council is rebranding its region to attract more visitors and investors, and the refurbished identity is expected to reflect its Pasifika community.



South Waikato District Council will rebrand next month. The refurbished district-wide brand will reflect its diverse cultural identity. Photo: Council staff confirmed final iterations of the designs are being wrapped up by the project's Stakeholder Reference Group, with an expected launch next month.

Local Democracy Reporting understands a specific colour palette and text reflecting South Waikato's Pasifika cultures will feature in the rebrand. The region is home to a population of 24,042, 35 percent identifying as Māori and 12 percent Pasifika. Council's Head of Economic Development Paul Bowden says one of the drivers behind the rebrand is to be more attractive to potential visitors and investors.

RNZ

# Print Coverage

---



**LG Magazine - cover**

# Print Coverage



ON THE COVER

Above: Leith Place - Nighttime Block Party - December 2021  
Below: Oji Fibre Solutions

South Waikato Mayor Jenny Shattock says she is thrilled that such projects are generating praise and recognition, as the region declares itself 'Open for business'.

Earlier this year the architecturally designed block of toilets in Leith Place was recognised by the Keep New Zealand Beautiful awards as 'Best Loo in New Zealand'.

The award recognises the best public toilet in the country. Judges take into consideration the location, the facilities, cleanliness, interior, exterior and the surrounding environment of the toilet.

"We were absolutely thrilled to receive this award, with KENZB judges recognising the wow factor in these toilets as well as the wider public space," says Jenny.

"In addition to the acclaimed toilets, the Leith Place Upgrade has seen the creation of a wider plaza area for visitors and locals to use, provided parking for shoppers, and will incorporate the existing Talking Poles into a forest to attract passing traffic off the highway."

The Leith Place project was also the recipient of two accolades awarded last year: the Waikato/BoP New Zealand Institute of Architects (NZIA) award and a regional award from Architectural Design New Zealand (ADNZ). Both wins saw the Leith Place toilets shortlisted in the national awards. The toilets were designed by INCA Architects from Botetoua.

The toilet cylinders vary in height from seven to nine metres and consist of a stand-alone and enclosed toilet at the base.

PHOTO COURTESY OF OJIFIBRE.COM



JUNE 2023 LOCAL GOVERNMENT MAGAZINE 17

ON THE COVER



Above: Oji GM Mills Supply Paul Johnson (left) and Operations Director Paul Bennett

metal framework with vertical wooden fins and a shiry disc on the top that projects light back down and through the open fins, creating a dramatic effect at night.

RIFF Pacific provided project management services to the Council for the re-development of Leith Place which now proudly showcases Tokoroa to the world for the benefit of local retailers and visitors to the town.

With a number of significant projects in the pipeline throughout the district, the mayor is inviting travellers to stop next time they are passing through to see what all the fuss is about:

She says recent investments totalling hundreds of millions of dollars by multinational companies such as Olan Food Ingredients (OFI), to build a new state-of-the-art dairy processing facility, and by Oji Fibre Solutions to enhance the Kinloch pulp and paper mill, show the Council's economic development investment is paying dividends.

"Our location between Waikato and the Bay of Plenty and road, rail and digital connectivity has resulted in significant levels of interest from investors, enterprises and residents. Planned new investments in industrial and business parks will ensure we are ready to deliver our brand promise of

"Space to Grow!"

Paul Bennett, head of economic development at the council, says securing international investment is an important part of council's shared economic development strategy with South Waikato Investment Fund Trust (SWIFT) and Te Waka, but there is a focus on bolstering local talent too.

"We are in an exciting period of growth, attracting and supporting international investment alongside local entrepreneurs and business start-ups to live work and play in the South Waikato," he says.

"The welcoming nature of residents in the district and council's business friendly policies are attracting highly successful small businesses, while we have a number of new residential housing developments to support those enterprises and new residents that want to put roots down."


You are invited to take another look at South Waikato. "This district could be part of your future, be it a business venture, a new lifestyle or simply a chance to 'Discover Differences'," says Jenny.

"Take a look at [www.swnz.co](http://www.swnz.co) and come and talk with us. We can't wait to show you why we love to call this place home!" LG

18 [www.localgovernmentmag.co.nz](http://www.localgovernmentmag.co.nz)

## LG Magazine

# Social Coverage



**LOOK OUT for our JUNE 2022 issue**

## South Waikato on a winning streak

**NZ Local Government magazine**  
Keep up to date with local government reforms in 2022  
Book and Periodical Publishing · Auckland, Auckland · 1,542 followers

See all 3 employees on LinkedIn

[✓ Following](#) [Sign up](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Videos](#)

## LinkedIn

# Social Coverage

← NZLocalGovernmentmag  
2,935 Tweets

Save

South Waikato on a winning streak

Follow

**NZLocalGovernmentmag**  
@NZLGmagazine

LG Magazine is a monthly mag, website and newsletter platform covering the functions, achievements and challenges of and for local government in New Zealand.

Media & News Company   Auckland, NZ   [localgovernmentmag.co.nz](http://localgovernmentmag.co.nz)

Joined June 2010

1,368 Following   1,196 Followers

## Twitter

# Media Coverage Analysis

**Organisation:** South Waikato District Council  
**Issue:** Media coverage 07 May – 20 June 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	
30/05	RNZ	South Waikato District rebrand to reflect diverse Pasifika community	Online	Article	67,217	1	1	1	1	4
01/06	LG Magazine	Cover	Print	Article	2,100	1	1	1	1	4
01/06	LG Magazine	South Waikato on a winning streak	Print	Article	2,100	1	1	1	1	5
01/06	LinkedIn	LG Magazine Cover and Profile Picture	Online	Article	1,542	1	1	1	1	4
01/06	Twitter	LG Magazine Cover and Profile Picture	Print	Article	1,196	1	1	1	1	4
<b>AVERAGE TONE AND CRITERION RATING</b>						4				
<b>TOTAL REACH</b>						74,155				
<b>NUMBER OF MEDIA ITEMS</b>						5				
<b>BUDGET</b>						\$6,000 (PR BUDGET: \$4,000 MEDIA RELATIONS PER MONTH)				
<b>COST PER CONTACT/OPPORTUNITY TO SEE</b>						\$0.080 (BUDGET DIVIDED BY REACH)				



# Media Coverage Analysis

---

<b>Key:</b>	
<b>Reach</b>	Total readership and daily unique browsers/viewers of a publication.
<b>Sentiment</b>	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.
<b>Product Visual</b>	The product visual is rated 1 for a visual of the client product included and 0 for no visual included.
<b>Brand Mention</b>	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.
<b>Key Messages</b>	The key messages are rated 1 if key messages from our collateral are included in the text and 0 if they are not.