

  
Anthem

Sustainability  
Report

2023

Putting our  
voice and energy  
behind a better  
climate future



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## Introduction from our Co-Founders

### KIA ORA TĀTOU

Welcome to Anthem's first sustainability report, which summarises our team's collective mahi to reduce our impact on the environment, upskill in all aspects of Environmental, Social and Governance (ESG), and build an inclusive, diverse and equitable workplace.

When we founded Anthem in 2014, our vision was to constantly develop and reinvent the definition of a world-class, leading-edge integrated communications and marketing agency. This remains true to this day as we adapt and respond rapidly to the challenges the climate crisis brings our clients, communities, environments, businesses and governments. Sustainability is our bedrock which is reflected in our core values of Care Deeply, Do it Better and Be the Difference. Our purpose – *To help our clients and team find their most powerful voice* – drives us to achieve the best possible impact. Together, these elements inspire us to operate a sustainable and resilient business that benefits our people, communities and Aotearoa New Zealand.

**We are both firm believers that you need to do the work, improve and grow, and deliver tangible results before actively communicating externally.**

Anthem has had a formal sustainability strategy in place for over three years – spanning social, environmental and economic outcomes. We believe now is the right time to communicate our achievements, focus and intent regarding our strategy to ensure our business is purposeful about minimising our impact on, and improving our contribution to, the world around us.

### INDUSTRY INSIGHTS AND CLIENT WORK

For New Zealand to support the global goal to achieve net zero carbon emissions by 2050 it's imperative the country's business community takes assertive action. Right across Aotearoa people are more engaged and have higher expectations of companies around social, environmental, and economic issues than ever before.

Communication with key audiences and reputation building are inextricably linked to earning and maintaining trust. Transparent, clear and honest communication is essential for businesses of today and the future to do better.

At Anthem, we strive to help clients connect and influence change in the environments in which they operate. This involves establishing an integrated communications and sustainability framework that is suitable and achievable for their business. While there is no one-size-fits-all approach, businesses can stand out by daring to be different and committing to measurable goals linked to specific impact areas and the Government's climate agenda. These must be simple to grasp, recall and communicate.

### THE A-TEAM

Beyond client work, our priority is to invest in our industry leading team (or 'A-team' as we like to call ourselves). We strive to foster an environment where every individual has a high level of autonomy to thrive both personally and professionally.

We are proud to have aligned our work with the Best Places to Work Framework, which focuses on wellbeing in the workplace and creating a sense of belonging. A highlight from the past year has been the expansion of our team, including the appointment of a dedicated and experienced People and Culture team to take our business and culture forward.

### PARTNERSHIPS AND SHARED VISION

Investment in shared initiatives is a key driver of Anthem's sustainability strategy. Every business, no matter how big or small, needs to think about the impact it makes in micro and macro ways, and how it is going to change or improve.

Through our partnerships such as with Co.OfWomen – a 2000-strong community of small businesses and scale ups – we are investing time to share our learnings and demonstrate that size should not dictate a business's ability to make a difference.

Last year, we were thrilled to become the official communications partner of the Institute of Directors' Chapter Zero New Zealand programme, designed to help Kiwi company directors address climate change as a boardroom priority. We also continue to strengthen our valued relationships with Diversity Works, Global Women, Pride Pledge, Sustainable Business Council and TupuToa.

We would like to acknowledge and thank the Sustainable Business Council (SBC) for its support and expert advice when we established our sustainability strategy and over the past few years as we put it into action.

### LOOKING FORWARD

Now into our 10th year of business, the Anthem team is passionate about building on our position as one of New Zealand's premier communication services groups, which provides us with the scale and independence to invest in and support a wide range of critical social, environmental and economic initiatives.

Sustainability has been a significant growth area for Anthem over the past financial year, with one in five of our current clients representing environmental or social imperatives or focusing on making changes to improve social or

environmental outcomes. We are forecasting that ratio to further increase this year. We are now into our second year in the role as official communications partner of the Institute of Directors' Chapter Zero NZ programme, supporting its mission to help Kiwi company directors address climate change as a boardroom priority. This work is incredibly important as listed and large New Zealand companies start to work within the new mandatory Climate Related Financial Disclosures framework that commenced in January 2023.

In what is set to be an economically challenging period ahead, we remain committed to sharing our skills and expertise with not-for-profit causes and in leading the industry in employee learning and development. We will strive to provide ambitious employees the career environment they need to develop without leaving the country. Our focus on wellbeing and diversity, equity and inclusion will amplify this year through our dedication to increasing our understanding and use of Te Reo Māori and Sign Language, our country's two official languages. And our ultimate goal is to work with Toitū Envirocare to achieve a Toitū carbonreduce certification.

We are energised by our journey of continuous improvement over the past few years and the achievements we have made as a small but mighty team. We look forward to the year ahead, and through our collective resilience, courage and passion we will continue to do all we can to walk lightly on this earth, support people around us with all we have and maintain a healthy, robust business that contributes positively to Aotearoa's economic stability.

Ngā mihi nui,



**Jane Sweeney**  
Anthem Co-Founder  
and Executive Chair



**Carolyn Kerr**  
Anthem Co-Founder  
and CEO



# Anthem's commitment to a sustainable future

Jane and Carolyn set out to create a purpose-led, values-driven company that others would recognise as a world class, leading-edge integrated communications and marketing agency, which remains their vision.

Originally a public relations and digital business, Anthem quickly morphed into a full-service agency based on the trust clients place in it to deliver broad business outcomes. Anthem aims to attract the best talent and forward thinking, brave and interesting clients who strive to contribute positively to Aotearoa.

A key aspect of what sets Anthem apart is our agile workforce – our community of communications professionals and sector experts. Throughout our extensive network of connections and colleagues, we operate a flexible resourcing model alongside our permanent team, enabling us to bring together the right people to deliver maximum impact in line with each client's unique needs. It also means we can be agile and nimble, curating teams to jump on projects quickly.

Our purpose of helping our clients and our people *find their most powerful voice (reo kaha)*, together with our values, are the filter by which we make critical business decisions, and they influence our unique style of working and who we chose to work with. At Anthem we:

## Care deeply (NGĀKAU AROHA)

for our clients, putting our hearts and souls into our work and developing meaningful connections based on valuing people and putting them first.

## Do it better (MAHIA PAI AKE)

everyday, having end-to-end excellence as our goal and using collaboration to find future-proofed solutions for our clients.

## Be the difference (KIA REREKE)

in our community, always on the hunt for effective solutions and giving it everything.

While driving us to achieve best-in-class results for our clients, our values are deeply embedded in our commitment to managing risks and opportunities relating to environmental, social and economic factors. This includes investing in digital platforms to reduce labour intensive processes, building a tight-knit agency culture, contributing to critical issues including climate change, supporting women in business and growing a more inclusive, diverse and empowered workforce.

Over the past year we have scaled our expertise in sustainability, drawing on our many years of collective experience in this area, including diversity, equity and inclusion (DE&I), climate reporting, leveraging sustainability initiatives and supporting clients whose businesses are founded upon sustainability. The number of clients with whom we have worked on programmes relating to improving climate and DE&I outcomes has grown substantially. They include: 3M, Aged Care Matters, ANZ, Cure Kids, Doppelmayr, Frucor Suntory, Fullers360, Chapter Zero NZ, Sustainable Business Council, Spark, Toitū Tahua (Centre for Sustainable Finance) and Will and Able.

# Our sustainability strategy

OUR SUSTAINABILITY STRATEGY IS DEFINED BY OUR VALUES:

## 01 Care Deeply

Actively pursue a more sustainable business that is focussed on creating environmental, social and economic value

## 02 Do it Better

Increase our knowledge and capability by investing in our Anthem sustainability competency and supporting our clients to strive for improvement and to share their sustainability journeys

## 03 Be the Difference

Contribute to sustainable outcomes for our business, clients, employees, communities and environment

We have also amplified our commitment to better social outcomes for our people, clients and others with whom we work closely, as well as to contributing to broader community impact for those who need it most. We're proud to maintain an intimate culture that puts relationships first, delivers a dedicated professional development and coaching programme to elevate the careers of our communications practitioners, and focuses on improving the diversity of our business.

Anthem also demonstrates its purpose of delivering value to clients, employees and communities by assisting them to achieve long-term sustainable growth. Initiatives include investing in external training courses, supporting worthy causes by contributing financially or providing our skills and time, and retaining nearly three quarters of our clients year-on-year to ensure economic stability. We are grateful to the team at Proxima with whom we partnered to upskill our team on sustainability and to complete the GRI Standards Certified Training.





In 2021, Jane and Caro appointed a high-impact advisory board to help steer Anthem's future direction and to ensure we seize opportunities for growth and adapt to market conditions. The advisory board consists of Chair Bruce Hassall (Professional Director of Fletcher Building, Fonterra Co-operative, Farmers and Prolife Foods) and Tracey Taylor (Chief Executive Officer of Yellow NZ and Board member of Diversity Works and Co.OfWomen) and specialist guest advisors covering the communications, innovation and entrepreneurship landscape. Our advisors provide Anthem with increased governance capability and rigour, and take a keen interest in our sustainability strategy and progress.





# Environmental

At Anthem we are committed to reducing our impact on the environment. A key step we adopted to reduce our impact was to assess our overall carbon footprint using the Sustainable Business Network’s Climate Action Toolbox and set a baseline against which we can strive to achieve measurable improvements.

Opportunity	FY21–22 and FY22–23 achievements	FY24 targets	UN SDGs
To play our part in keeping the average temperature below 1.5 degrees above pre-industrial levels by reducing our carbon emissions.	<ul style="list-style-type: none"> <li>Implemented flexible working arrangements, including two days a week from home which reduces travel and carbon emissions</li> <li>Measured carbon impact, tracking a 62% decrease in emissions from 2021 – 2022</li> <li>Upskilled team members through Sustainable Business Council (SBC) courses</li> <li>Activated our SBC membership with team members’ participation in the SBC Community of Practitioners working group.</li> </ul>	<ul style="list-style-type: none"> <li>Define our material issues through a materiality assessment</li> <li>Commence BCorp certification</li> <li>Work with Toitū to develop a plan to accurately measure greenhouse gas emissions, put strategies in place to manage and reduce impacts, and achieve a Toitū carbonreduce certification</li> <li>Increase the number of clients we support to improve their environmental impact by 10 per cent.</li> </ul>	 
To become conscious and considered in our procurement and purchasing to ensure that we keep waste to a minimum and support only sustainable and ethical supply chains.	<ul style="list-style-type: none"> <li>No printing unless it is essential</li> <li>Partnered with Eat My Lunch for staff catering</li> <li>Developed and adopted a procurement policy</li> <li>Encouraged the use of reusable coffee cups by providing all staff with their own and providing a coffee machine in the office using organic and ethically sourced coffee.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct a supply chain audit</li> <li>50 per cent of all products and services sourced are considered sustainable and ethical.</li> </ul>	 

## AFTER A PERIOD OF SIGNIFICANT BUSINESS GROWTH, WE CHOSE TO MOVE TO A CONTEMPORARY, MORE ENVIRONMENTALLY FRIENDLY OFFICE SPACE AT ALBERTS

Positioned adjacent to Britomart, this location offers our team multiple public transport options, reducing our carbon footprint while increasing our ability to host clients and contacts and encourage team collaboration. After moving in, our people took part in Auckland Transport’s Travelwise Choices programme to implement individual travel plans that encourage more sustainable modes of travel into the office.

We also continue to champion flexible, agile, hybrid and remote working that places the control in the hands of all employees to ensure work and home life balance. We provide a monthly home internet subsidy to ensure our people have access to a reliable internet connection as they work from home. A bonus of this policy is that it has significantly reduced our staff travel time and carbon emissions. Our overall carbon emissions reduced 62% from 2021 to 2022.

*“Our overall carbon emissions reduced 62% from 2021 to 2022.”*

We also actively support good environmental stewardship within our offices by reducing waste and supporting sustainable and ethical supply chains. Through our responsible procurement policy, all food products, office supplies, gifts and merchandise are purchased from companies with proven ethical credentials with respect to employee rights, fair pay, and safe working conditions. Where we can, we purchase products made by New Zealand businesses, using recycled materials and shipped with carbon neutral providers or that offset shipping carbon emissions.

Our understanding of sustainable stewardship continues to strengthen through our membership with Sustainable Business Council and IOD Chapter Zero. Several team members have attended webinars, the Sustainability 101 workshops and specialist training programmes, as well as regularly participating in SBC working groups to learn from industry peers.



# Environmental Case Studies



## Fullers360

Fullers360 is a transport and tourism operator managing commuter and tourism ferry services and experience packages across Auckland's Hauraki Gulf.

Fullers360 aspires to be a leader in sustainable transport. A key milestone for the business was the launch of Fullers360's Gulf2025 strategy in 2018, which set out an ambition to grow a larger, more effective, and sustainable ferry network. The strategy provided the catalyst for research and development into electric ferries. The company has invested over \$2 million in the design and feasibility of sustainable ferry technology.

Anthem supported with the strategy and announcement of several milestones including announcing New Zealand's first hybrid-electric fast ferry through stakeholder engagement and media relations as well as ongoing activity as the project progresses.

Anthem is now supporting Fullers360 with its integrated business and sustainability strategy to decarbonise Auckland's ferry fleet.



## Doppelmayr

Kiwis and tourists have long enjoyed sightseeing and travelling via gondola, cable car and ski lifts, but we're yet to realise the benefits many other international cities have long embraced of ropeways as a major urban transport solution.

Doppelmayr, the world's leader in ropeways, engaged Anthem to devise a communications strategy and programme to help it shift from being regarded as just a global tourism operator to a credible, trusted and inspiring business with clear ambitions and viable transport solutions that will help New Zealand achieve its environmental, social and economic goals.

An intensive brand building, stakeholder engagement and high impact media outreach programme has helped enhance Doppelmayr's corporate and business reputation with many key stakeholders and has been a catalyst for commercial growth.

The programme was successful in driving a nationwide conversation about the many sustainability benefits ropeway transport systems provide including zero direct carbon emissions, easy access to provide mobility for all, low cost construction and better value for communities, vehicle reduction and job and skills creation.

## Auckland Unlimited

Auckland Convention Bureau (ACB), part of Tātaki Auckland Unlimited, is the department dedicated to delivering business events and supporting the events industry in Tāmaki Makaurau.

In its efforts to stand out against international cities as a hotspot for events that could provide sustainable solutions, ACB enlisted Anthem's help to showcase the sustainability credentials of its suppliers and members who help deliver events.

Anthem interviewed eight members of ACB's supplier database, including SkyCity, the New Zealand International Convention Centre, Hotel Britomart, Fullers360, Urban Gourmet, Cordis Hotel, Ananda Tours and EcoZip Adventures.

Anthem then crafted powerful and punchy case studies summarising the varying environmental and social sustainability initiatives of these members, highlighting the ease with which event organisers can find sustainable solutions in Auckland.

Some of the top examples include New Zealand's first 5 Green Star Hotel; a historic cargo shed on Auckland's waterfront with a 400sqm solar panelled roof; and venues that work with accredited caterers providing sustainability-conscious solutions such as locally sourced produce, sustainable menus and eco-friendly cutlery.



# Social

People are the heart and soul of our business, which is why we invest in co-creating the right initiatives to support our team’s professional growth, wellness, and happiness, as well as attract new stellar colleagues.

Opportunity	FY21–22 and FY22–23 achievements	FY24 targets	UN SDGs
To be a workplace that reflects our society to enable diverse perspectives and a rich and inclusive team culture.	<ul style="list-style-type: none"> <li>Participated in Te Ao Māori training</li> <li>Underwent unconscious bias training</li> <li>Committed to Pride Pledge</li> <li>Partnered with TupuToa to provide two internships to candidates of Māori and Tongan descent</li> <li>Established and annually updated our Diversity dashboard, improving our representation year on year.</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen our workforce’s cultural competency through on-going Te Ao Māori competency training</li> <li>Increase workplace accessibility through NZ Sign Language competency training</li> <li>Improve diversity reputation against the previous year in ethnicity, gender, ability and sexual orientation.</li> </ul>	 
To demonstrate how a productive, engaged and empowered workforce produces exemplary work culture, work-life balance and outstanding contribution to clients.	<ul style="list-style-type: none"> <li>Entered the AFR Best Place to Work survey and found that 100% of our employees agree that Anthem provides an inclusive environment to work in, while 98% feel equipped to prioritise their wellbeing</li> <li>Five weeks annual leave</li> <li>Established new leave options, including formalising our Flexible and Hybrid Working, and Work from Anywhere policies</li> <li>Created a Health and Safety Committee and introduced a Health and Safety Policy</li> <li>Rolled out health and wellbeing initiatives including Crew Do’s with a wellness theme (yoga, croquet), Step Challenge, Outdoorsy workshop and Round the Bays.</li> </ul>	<ul style="list-style-type: none"> <li>Launch long service leave</li> <li>New policies introduced to foster inclusion, wellbeing and professional development</li> <li>Foster an industry-leading EVP and culture, measured through improvements in our bi-annual employ experience survey.</li> </ul>	
To give back to the community through sharing our knowledge.	<ul style="list-style-type: none"> <li>Undertook a process to partner with a community impact cause(s) to share Anthem’s expertise in promoting ethnic diversity and equity</li> <li>Provided pro bono communications services for several not-for-profit organisations and causes.</li> </ul>	<ul style="list-style-type: none"> <li>Devise a strong community impact programme with a clear vision, that includes ongoing impact measurement and is a strategic asset for Anthem.</li> </ul>	 

## IN 2022, WE PRIORITISED OUR PEOPLE-FIRST ETHOS BY ESTABLISHING OUR FIRST DEDICATED PEOPLE AND CULTURE TEAM

We appointed Kirsten Beggs as our Chief People Officer and promoted Anna Timu as People and Culture Manager, to prioritise workplace wellbeing and flexibility, learning and development, and diversity, equity and inclusion (DE&I).

We operate under a flexible, agile, hybrid and remote working ethos to encourage work/home life balance. Through transparent planning systems, we undertake “always-on” capacity planning that places the control of how and when they work in the hands of all employees. We’re anchored by two days a week in the office together, and a third of our choosing, and give our team members the flexibility to manage their working hours around their day-to-day life.



*“We operate under a flexible, agile, hybrid and remote working ethos to encourage work/home life balance.”*

We’re also committed to cultivating the next generation of communications professionals by providing internships, work experience and through the launch of our graduate programme. Over the past three years, all three of our interns joined Anthem permanently after they completed their qualifications. We participated in the AUT Shadow a Leader programme in 2022, providing two placements for a secondary school and third year university student; the tertiary student continued to work with us part-time in her final year of studies.

Our focus on improving the diversity of our business, and therefore our industry, resulted in partnerships with Diversity Works, Inside Out and TupuToa, and the appointment of two interns of Māori and Tongan descent. We have improved diversity representation across all primary areas: age (broad representation between 20s and 60s), gender (increasing the men in our team by 66%)

and sexual orientation (increased LGBTQIA+ team members). Carolyn Kerr also participated in a Diversity Works webinar panel discussing the rise in conscious consumerism and the need for all businesses to realise and embrace the need to communicate their commitment to sustainable business practices.

In 2022, we also began the process to partner with a community impact cause to offer our expertise in helping promote ethnic diversity and equity. We are driven by a passion for supporting the amazing mahi of many not-for-profit organisations. Anthem has been the communications partner of Cure Kids – New Zealand’s largest child health research organisation behind the Government – for most of Anthem’s tenure. Over the past year we have also supported Oke, Young Enterprise Trust, GoGenerosity, Well Foundation, and the Head and Neck Cancer Foundation Aotearoa.



# Social Case Studies



## 2021 State of Child Health in Aotearoa New Zealand

### Cure Kids

Cure Kids is the national charity dedicated to funding research into cures to better the lives of Kiwi kids living with serious illnesses. Anthem has worked with Cure Kids to generate ongoing positive coverage and awareness of Cure Kids' work and the impact its funded research has on the health of New Zealand's children.

The Cure Kids Annual Red Nose Day fundraising appeal is the highlight of its calendar. Anthem has worked with Cure Kids for several years to generate awareness of its annual campaign and secure media coverage across print, digital, radio and television.

2022's Red Nose Day marked a significant milestone for Cure Kids, with a recent research breakthrough from a campaign that started in 2012 with the help of Flight of the Conchords. After years of extensive research into gene therapies for Batten disease, researchers at Lincoln University and the University of Otago have developed a world-first treatment, which has just been approved for trials in humans. The researchers are hopeful that results for humans will be similar to what they've seen in sheep.

Anthem promoted this research breakthrough by securing an in-depth article in Newsroom, featuring research leads at Lincoln University and the mother of a young girl who had died with Batten disease.

One of Cure Kids' most significant pieces of work is its inaugural State of Child Health Report, setting three key indicators to benchmark the health of New Zealand children (dental, respiratory and skin). To support the report's launch in 2021 and 2022, Anthem created a comprehensive government engagement and media relations strategy.

Anthem secured critical stakeholder support, whereby Children's Commissioner Judge Andrew Becroft and Health Minister Andrew Little co-launched the report at Parliament's Grand Hall. Media engagement ensured the launch attracted 24 items of in-depth media coverage, with highlights including the AM Show, Newshub and Radio New Zealand.

The 2022 launch was equally successful, building on the report via a new healthcare indicator – rheumatic fever/ rheumatic heart disease.



### ANZ

ANZ Bank New Zealand (ANZ) wanted to use its 2021 sponsorship of the ICC Women's Cricket World Cup in New Zealand as a platform to highlight issues around gender equity and how the country can encourage more young women to succeed in all facets of life.

Anthem devised a gender equity platform called ANZ Watch Women Win to be led by CEO Antonia Watson, aligned with her personal interests in gender equality and desire to shine a light on supporting Māori and Pasifika women, in particular.

Working with ANZ in 2021, we conducted substantial research around how motivation and encouragement related to female success. The research indicated that 42% of men attributed their success to luck versus 33% of women. This suggests that women believe they need to work harder to achieve their ambitions.

Driven by a desire to untangle the lack of confidence, fear of failure and judgement holding back a lot of young women, we produced a 24-page visually vibrant research report, solidifying Antonia's position by owning and sharing these valuable insights. This included translating the introduction and executive summary of the report into Te Reo Māori.

The report was released by Antonia via a Trans-Tasman Business Circle event, with Raelene Castle (Sport NZ, CEO) and Emma Twigg (Olympic Rower) appearing as guest speakers, and with more than 250 key stakeholders in attendance.

Following the report's success, Anthem was tasked with developing a new research report looking at the barriers young ethnic wāhine face in relation to their career progression, with a specific focus on Māori, Pasifika and Asian women.

The 28-page report highlighted the need for organisations to tackle barriers such as business structure, confidence and lack of management support so we can enable more women to succeed in all areas of life.

We were honoured to support the report's launch in 2023 with an event hosted in front of 800 pupils and staff at McAuley High School in Otahuhu. At the school, we hosted ANZ CEO Antonia Watson, Minister Jenny Salesa and three Silver Ferns players who spoke about the findings and shared their stories with the young wāhine students.

The reports have been a useful resource for the ANZ NZ's Corporate Affairs team to drive engagement by distributing to key ANZ stakeholders including Ministers and Members of Parliament, regulators, media, sporting contacts, sponsorship partners and organisations involved in the equality, diversity, and inclusion space, helping further position Antonia as a leader and champion of diversity.

### Exsurgo

Exsurgo is driven by its purpose to help treat a range of neurological conditions without the use of pharmaceuticals – a pursuit that can benefit how healthcare is delivered in New Zealand and around the world. CEO Richard Little is an incredible inventor and engineer, and with Exsurgo has created a headset that can read and retrain the way the brain interprets pain through gamification.

As Exsurgo's communications and strategic partner, Anthem's primary focus has been to sustain the momentum of Exsurgo in market by rolling out a communications programme to enhance the reputation of the organisation, raise brand awareness, elevate the profiles of Exsurgo's leadership team, and generate positive news coverage about its ground-breaking medical technology innovation.


Anthem achieved this by creating Exsurgo's unique narrative of innovation and embedding it throughout its assets we have produced, including the website, reports, video content, investor presentations and communications.

As Exsurgo's profile has steadily grown in the local and global medical technology sector, Anthem continues to drive a full suite of communication services to support its mission of unlocking the power of neuroscience to ease suffering and enhance human potential. This bespoke structure also supports the phasing of Exsurgo's investor relations journey.



# Economic

As an independent and proudly New Zealand-owned agency, we are passionate about developing initiatives and partnerships that contribute to sustainable outcomes that also drive economic growth.

Opportunity	FY21–22 and FY22–23 achievements	FY24 targets	UN SDGs
To demonstrate our purpose of delivering value to our clients, employees and communities by assisting them to achieve long-term sustainable growth.	<ul style="list-style-type: none"> <li>Contributed to causes financially and/or through our skills and time (e.g., Christmas donations, pro-bono and low-bono work for not-for-profit clients)</li> <li>Partnered with Institute of Directors' Chapter Zero NZ to lead and influence decision making that will mitigate the effects of climate change</li> <li>Retained more than 70% of clients YoY with 100% of clients being profitable to ensure economic stability</li> <li>Two team members completed the GRI Standards Certified Training</li> <li>Provided upskilling and learning opportunities for new employees – for example, establishing an internship and graduate programme and providing placements for two TupuToa interns.</li> </ul>	<ul style="list-style-type: none"> <li>Contribute 10% of our time to worthy causes through low-bono work for not-for-profit clients</li> <li>Contribute 30% of our time/skills and resources to sustainable causes and initiatives</li> <li>Retain 80% of clients YoY to ensure economic stability</li> <li>Deliver a robust learning and development programme to increase capability and contribution.</li> </ul>	

**WE HAVE FORMED MUTUALLY-BENEFICIAL PARTNERSHIPS WITH AGENCIES IN AUSTRALIA AND THE UK, WHICH ALLOW US TO ALSO BENEFIT FROM THEIR GLOBAL NETWORKS THROUGH CROSS-REFERRAL OF WORK AND SHARING OF IDEAS AND INSIGHTS**

We maximise our strategic partnerships and memberships with Sustainable Business Council, Institute of Directors, Diversity Works, TupuToa, Co.OfWomen and Human Resources Institute of New Zealand (HRNZ), among others, to create new opportunities to learn and upskill, expand our connection and contribution to business, and contribute to critical issues including climate change, supporting women and minorities in business, and growing a more inclusive, diverse and empowered workforce.

With the aim of generating topical debate on key organisational reputation issues, Anthem developed *Fair Enough?*, a new research-led series of conversations informed by current events where reputation is considered through a fairness lens. Partnering with David Talbot of Talbot Mills Research, we conduct research into a pre-determined topic to gauge how New Zealanders feel about the chosen issue and spark conversation on whether or not the issue is fair. In the reporting period, we've investigated the following issues:

- **Is it fair enough for property to be built on, bought or sold in areas that are known to be adversely affected by climate change?**
- **Is it fair enough to expect employees to turn up at their workplace when their employer requires them to do so? Is it fair enough that employers should adapt their business models to accommodate remote working?**
- **Is it fair enough that changes being made to our city to reduce carbon emissions are affecting the way Aucklanders live and move around by restricting the use of cars?**

Harnessing the research results and perspectives from key industry leaders, Anthem holds a panel event for corporate affairs professionals and C-suite executives to discuss the findings, reputational impacts and the fairness of it all. The research has drawn the interest of media publications including Stuff, The Spinoff, Newstalk ZB and industry bodies including the Sustainable Business Council and EMA.



*“...we conduct research into a pre-determined topic to gauge how New Zealanders feel about the chosen issue and spark conversation on whether or not the issue is fair.”*



# Economic Case Studies



Photo credit: "Smoke Photo and Video/Institute of Directors"

## Chapter Zero New Zealand

For New Zealand to support the global goal to achieve net zero carbon emissions by 2050, it's imperative the country's business community takes action.

To support this, in March 2022, the Institute of Directors (IoD) launched Chapter Zero NZ – a local chapter of the global Climate Governance Initiative (CGI) to help directors to effectively govern organisations in their response to climate change.

Anthem joined Chapter Zero NZ as the official communications partner to elevate the work that IoD is doing to provide New Zealand directors with the tools, resources and information needed to lead and influence decision making that will mitigate the effects of climate change.

### In the first year of our partnership, we have:

- Secured four pieces of media coverage of the Chapter Zero launch event and monthly webinars
- Developed the Climate Lexicon with some of the key terminology around climate, sustainability, international reporting frameworks and New Zealand's climate change agenda
- Developed a 'Communicating for Climate' webinar, facilitated by Anthem's Executive Chair and Co-Founder Jane Sweeney that provided practical advice for directors and management about effectively communicating their organisation's climate story
- Published an article by Jane in the IoD's Boardroom magazine explaining how organisations can get ahead of the curve and seize the reputation-building opportunity that excellence in climate reporting presents.



## Frucor Suntory

As one of Australasia's largest beverage manufacturers, Frucor Suntory is committed to leading positive change in the New Zealand and Australian beverage markets.

The company is actively working towards key goals for 2030 to reduce water usage by 20%, ensure one in three drinks sold has low or no sugar, reduce direct (50%) and indirect (30%) carbon emissions, produce 100% recyclable packaging and send zero waste to landfill.

Frucor Suntory engaged Anthem to produce its 2021 "Growing For Good" sustainability report to outline progress the company made against its targets, how its goals have shifted, and highlight significant achievements including meeting its water waste goal nine years ahead of schedule.

Working with Frucor Suntory's Corporate Affairs and sustainability teams, Anthem collated information from across the business and drafted a report outlining how the organisation is reducing its impact on the planet, enriching the lives of its customers and people, and creating a roadmap towards a sustainable future.



## Toitū Tahua

Finance is a critical enabler for the transition to a low-carbon, inclusive, equitable economy, and society in New Zealand.

It is important we urgently re-direct capital to enable a smooth transition and scale-up finance for sustainability solutions.

Toitū Tahua, the Centre for Sustainable Finance, was established by major financial institutions, Crown entities and philanthropists, with support from The Aotearoa Circle, to accelerate progress toward implementation of the Sustainable Finance Forum's 2030 Roadmap for Action.

As Toitū Tahua embarked on its first year, Anthem provided strategic communications support to help enhance its key initiatives.



## Summary

We're immensely proud of the calibre of work we have undertaken for clients that has helped deliver commercial, community, societal or economic improvements.

The variety of this work reflects the diversity of the businesses and organisations with which we have the privilege to share our knowledge and expertise. Our efforts have spanned increasing awareness and uptake of antiviral treatments to protect our most vulnerable from the worst COVID-19 effects, to helping businesses through the effects of the pandemic and recent weather events, to launching new businesses and supporting start-ups and scale ups to succeed. We've shared our skills and services with several not-for-profit organisations and walked alongside an increasing number of clients evolving their businesses to contribute to the country's climate reduction goals.

Our success as a business is made possible through our clients, partnerships and the diverse talents of our team of outstanding professionals. Our 'A team' is at the top of its game, cares deeply, does it better and strives to be the difference for our clients, and each other, every day.

Looking ahead, we are committed to measurably reducing our emissions. We're aspiring to become a certified carbon neutral organisation and will use resources provided by Toitū Envirocare to track our progress and achieve that goal. We will continue to grow our consultancy offering to support clients in reporting their sustainability stories and will invest in supporting more of our team members to attain integrated reporting qualifications and other specialist skills. We aspire to be a top ranking place to work for our sector and in our market, as well as contribute to causes that engage with the community in a way that is meaningful for our business and improves diversity, equity and inclusion outcomes.

We look forward to sharing our progress against our targets and future sustainability aspirations.



*“Our success as a business is made possible through our clients, partnerships, and the diverse talents of our team of outstanding professionals.”*





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