

Thursday 26th March, 2020



Cc'd: [REDACTED]

RE: COVID-19 – Essential Service to NZ – Print, Publishing, Mail and Distribution –
SUPPLEMENTARY COMMUNICATION – COMMUNITY AND MEDIA DIRECTORIES

Dear [REDACTED],

I write in addition to my communication yesterday and apologise for the exclusion of this important advice across the Industry membership within yesterday's correspondence. As I am sure you are aware, this period is changing by the hour and assessing risk mitigation strategies across industry essential service supply chain compliance is fluid. As an industry association we have committed to our membership, industry and Government to remain agile during these challenging times.

To that end, I write to advise the criticality of the supply of the Community Directories following communication from [REDACTED] [REDACTED] who is seeking clarity.

Community Directories is an important media channel providing communications to metropolitan and regional communities across New Zealand. Information included within each Directory is pertinent to the area and provides New Zealanders access to Emergency Medical & Hospital, Utility, Police, Fire, Counselling Services, Addiction Support, Government Office and Department, Small business access, Community Co-Operative Services, Religious facilities and other essential services contact points.

[REDACTED] [REDACTED] is the [REDACTED] Community Directory provider across the country and an integral part of the community, particularly for the most vulnerable citizens – people aged 50+, those experiencing digital division across access or skillset abilities, those experiencing hardship or isolation from community services.

[REDACTED] [REDACTED] values the Government's leadership in mitigating these difficult times and prioritising New Zealanders health and wellbeing in the first instance and because of this is a supporter of the four (4) week Lockdown period. To provide comfort and security to employees, [REDACTED] [REDACTED] has implemented 100% remote office establishment and ceased all Directory distribution for the immediate period.

THE REAL MEDIA COLLECTIVE

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■■■■, and indirectly the broader print Industry, is seeking clarification from Government, that whilst the print manufacturing sector can produce printed communications during the lockdown as part of the essential services supply chain, does Government include Community Directories within the scope of the essential services framework 'Utilities and communications, including supply chains', given the aforementioned role Community Directories play?

To ascertain caution and citizen protection, the proposal from ■■■■, which would apply to any other Community and Media Directories is as follows:

- > Print and produce the current Directories between now and the proposed Lockdown lift. Noting, the printing process of such a large publication with regional variables requires weeks of production time. It is ■■■■'s position this be commenced immediately to ensure the publications are ready for immediate distribution when the lockdown is lifted.
- > Distribution commencement 24th April, or within 24hours of the conclusion of the lockdown period.


This would not impact or cause additional risk to society, as the print groups are operating under the essential services supply chain provision for medical, media, letterbox, government and other services, however this solution would also not delay the immediate distribution to the community once the lockdown is lifted as the printing process is completed. ■■■■ books can be supplied out to the regions as soon as practically possible.

■■■■ further commit, and is working in collaboration with current businesses developing letterbox communications to all New Zealand homes, to include COVID-19 precautionary communications in the front cover section of every ■■■■ book distributed. This will be vital information to all New Zealanders to prevent any risk of secondary reinfection across the country post-lockdown.

If you can provide clarification to the inclusion of Community Directories, it would be greatly appreciated.

I, of course, make myself available to you for any further enquiry.

Yours Sincerely,



Kellie Northwood
Chief Executive Officer
The Real Media Collective

ADDITIONAL POINTS FOR CONSIDERATION:

1. **COVID-19 Government Notices** - currently three members of the Collective, [REDACTED] [REDACTED] are printing a COVID-19 Government Update communication piece to be positioned in every New Zealand home. Quantity being distributed 1.7M. Prime Minister Ardern has had direct review and is in support of the material and the industry is funding the majority of the project as an 'in kind service'.

[REDACTED] has committed to publishing the similar content in the front cover section of every Directory to encourage New Zealanders to ensure post Lockdown, precautions remain to prevent any reoccurrence of COVID-19 resurfacing across New Zealand. Outlining the criticality to remain vigilant post-Lockdown periods.
2. **Community service offering** - Community Directories provide community service via the channel and content provided. As outlined previously, the directories support elderly and vulnerable members of society to connect with Emergency Medical & Hospital, Utility, Police, Fire, Counselling Services, Addiction Support, Government Office and Department, Small business access, Community Co-Operative Services, Religious facilities and other essential services contact points.
3. **Mental Health and Wellbeing** – Community Directories provide a sense of community and comfort for readers with ready access to local business, community organisations and residential contact information. In addition, this information is made available through the [REDACTED].
[REDACTED]
4. **Readership, Trust and Engagement with Community and Media Directories is high** –
 - > The [REDACTED] (print & online) reaches 1.2 Million New Zealanders every month, 84% of whom interact with businesses and organisations listed.
 - > [REDACTED] print users are more than twice as likely to be aged 50+ years old, however 1 in 5 millennials or Gen Z New Zealanders have used the [REDACTED] book in last 7 days.
 - > People search in the book when the need is immediate (at the point of requiring the service).

Source - Nielsen CMI Q4 18 -Q3 19 AP15+