

Monday 30th March, 2020

Mr. Tim Blackmore
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RE: COVID-19 – Essential Service to NZ – Print, Publishing, Mail and Distribution

Dear Tim,

I write in further discussion to our correspondence over this period regarding magazines and community newspapers following the comments from Prime Minister Ardern in specific relation to these two media channels on Sunday 29th March 2020:

“We consider the provision of information to the public as an essential service...what we are concerned around is sometimes those distribution networks, delivery networks often with community newspapers are obviously very localised... If they are able to utilise existing distribution, such as NZ Post or for instance Dairies, and can guarantee public health measures around close contacts used within the printing element. If they can satisfy all of those tests then there might be some opportunity there.” Prime Minister Jacinda Ardern.

PRINTING SAFETY PROTOCOLS

The Collective are working collaboratively with PrintNZ, the industry association for commercial print across New Zealand, to ensure all our print media company members provide the Government strong assurances to strict protocols developed across the print production process for the safety of the workforce and community.

Noting the Collective print media members - Inkwise, Ovato and Webstar are the largest print groups across the country producing over 90% of consumer magazines, 100% of community directories and over 25% of community newspapers and all three have committed full compliance to the attached printing protocols.

DISTRIBUTION SAFETY PROTOCOLS

Magazines via subscription are delivered using the established and operating NZ Post network. In-store Magazines are distributed via Supermarkets and Dairies, currently operating during lockdown.

Community Directories have committed to not distributing until the lockdown restrictions are lifted.

THE REAL MEDIA COLLECTIVE

Australia: Suite 6, 151 Barkly Avenue, Richmond VIC 3121

New Zealand: c/o Webstar, 114 Swanson Road, Henderson, Auckland 0610, New Zealand

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Community Newspaper distribution is following distribution protocols under development and we defer to PrintNZ in this regard. The Collective also recognises the varying safety protocols being submitted to Government from PrintNZ and commends the establishment of bulk community drop-off points to operating outlets including, but not limited to; Kiwi Bank, NZ Post, Supermarkets, Dairies, Government Offices and others as a viable access for New Zealanders across the country.

We further reiterate the criticality of the information our channels provide to New Zealanders. Magazine publications, delivered under Subscription, Dairies or Supermarket channels, provide an essential social and mental relief to all as a media channel offering news and entertainment connectivity whilst isolated. Community Newspapers provide critical, and often free, in-home local information reaching members of the community other channels cannot.

By the World Health Organization's mental health advice during this pandemic:

"Minimize watching, reading or listening to news about COVID-19 that causes you to feel anxious or distressed; seek information only from trusted sources and mainly so that you can take practical steps to prepare your plans and protect yourself and loved ones."

World Health Organisation, Mental health and psychosocial considerations during the COVID-19 outbreak, 2020.

It is paramount, in a time of great fear and isolation as much normalcy of social connectivity is afforded to citizens. Furthermore, to provide content that offers an escapism from the crisis we are experiencing. Receiving and reading their magazines and/or community newspapers is part of a routine media engagement for thousands of New Zealanders with content of a stronger well-being focus than daily news or current affairs.

Given the print and distribution protocols protect any concerns across safety for workers and broader New Zealand community, whether using established distribution channels such as NZ Post, Supermarkets, Dairies or other, we again request the inclusion of Magazines, Community Newspapers and Community Directories in the essential services definitions.

We make ourselves available for any further discussions and/or information upon request.

Yours Sincerely,



Kellie Northwood

Chief Executive Officer

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Newspaper/Magazine/Community Directories

Printing Safety Protocols during Covid-19 Shutdown

The following procedures are standards that are to be implemented across all newspaper, magazine and directory printers during the delivery of essential services during the Covid-19 lockdown to ensure the safety of their staff:

1. Staff that are unwell will not attend work.
2. Staff who are isolating with vulnerable people will not be able to attend work.
3. Staff who are isolating with people that have recently returned from overseas will not be able to attend work.
4. Staff will not be able to carpool to work.
5. Staff numbers reduced to minimum levels to ensure 2 metre distancing can be maintained at all times. This will be monitored.
6. All staff are required to sign in each day manually with a manager to avoid the use of time clocks.
7. Staff will need to declare fitness for work, and where appropriate their temperature will be taken.
8. Shifts are split with no overlap.
9. Shift numbers are maintained at a minimum
10. Break times will be staggered so that distancing is maintained and there is no over-lap between crews.
11. All non-productive staff will work from home
12. No visitors are permitted to the premises.
13. All essential deliveries/distribution have been advised of the process for making contactless deliveries/pick-ups.
14. Company cleaning will continue at an increased level using hospital grade products.
15. Hygiene products including soap/water, hand sanitiser, wipes, gloves and masks are available to all staff on site and they have been instructed in their correct use.
16. Staff have been made aware of the Ministry of Health requirements for Personal Protective Equipment.
17. Covid-19 hygiene posters are located in all work areas.
18. Staff will be updated on a regular basis on any changes to requirements.
19. Businesses may implement safety routines in addition to those highlighted to further protect their staff.

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NEW ZEALAND PAPER, PRINT PUBLISHING & LETTERBOX INDUSTRY

SNAPSHOT

KEY FIGURES

ANNUAL TURNOVER:



\$6.04BN
(NZD)

EMPLOYEES:



20,938

NO. OF BUSINESSES:



6,466



INDUSTRY REPRESENTATION:

The industries represented above include paper, print, publishing, mail and distribution, represented under a common umbrella of The Real Media Collective in partnership with the Australasian Paper Industry Association (APIA) and PrintNZ.

APIA represents the pulp and paper sector across Australia and New Zealand providing leadership and engagement with Government across pulp and paper local production and international imports.

PrintNZ, the industry association for print and related industries. As the peak body for this sector, PrintNZ lead and represent the industry at the highest levels and work with members to help their businesses to be the best they can be.

Magazine Publishers Association is the industry association for magazine publishers across New Zealand, with numbers ranging from the largest multi-title publishing houses to single-title publishers across consumer, custom, trade and business disciplines.

INDUSTRY OUTPUTS INCLUDE:

Books, Magazines, Home Delivery Packaging, Government (Federal, State, Local) Notices and Communications, Medical Packaging and Labelling, Food Packaging and Labelling, Community Notices, Signage, Catalogues, Envelopes, Finance and Insurance Essential Notices, Transactional mail and more.

RELATED INDUSTRIES INCLUDE:

Marketing, Design, ATL Media, Communications, Newspapers and more.

Source:
New Zealand Industry Reports, Ibisworld, 2019. The Real Media Collective, Industry Metrics, 2020.
Two Sides, Myths and Facts ANZ, 2020. PrintNZ, Industry Snapshot, 2018

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ADDITIONAL POINTS FOR CONSIDERATION:

1. **COVID-19 Government Notices** - currently three members of the Collective, namely Webstar, Reach Media and NZ Post 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'.
2. **Supply chain provider to agreed Essential Services** – The broader Paper, Print, Mail processing and preparation and Distribution sectors play an intrinsic part of the supply chain to the Essential Services outlined by the New Zealand Government which we duly note is a referenced inclusion: “Entities providing essential services (including their supply chains)”.
3. **Community service offering** – whether across the digital divide of citizens not having internet connectivity or devices in-home or a digital divide of those with internet connectivity however limited skills to utilise or navigate the digital landscape the Letterbox and Publishing media channels provide community service via the channel provision and content supplied. Further these channels provide risk mitigation should to any digital or other channel failure, for example during a power cut, internet failure or other such event.
4. **Mental Health and Wellbeing** - Letterbox and Publishing media channels can support associated health and wellbeing initiatives such as mental health and social services throughout New Zealand. Two of our members have been approached by Mental Health NZ to distribute a national campaign in the coming weeks.
5. **In a period of fear and mistrust the most trusted channels must remain open** - Magazine brands are more than just information for a lot of those who interact with them. They provide a connection and sense of community and comfort for readers.

Media Brands

- Nearly 1 million (939,000) New Zealanders agree reading a magazine (print or digital) makes them feel they are part of a community. Ahead of both television and radio.
- 2,354,000 (55%) of New Zealanders say magazine brands (print & online) are good for finding out what's new.
- 2,298,000 (54%) of New Zealanders say magazine brands (print & online) are good for tips and advice on how to do things.

Source: Nielsen CMI Q1-Q4 2019

Letterbox Media

- 2,667,249 (73%) of New Zealanders aged 14+ say Letterbox media is the most useful shopping tool, including findings that outline a stress-free and informative channel.
- Letterbox media is considered the second most useful media in 57% of categories. The top category, 913,441 (25%) of New Zealanders aged 14+, is most useful for Grocery.

Source: Roy Morgan Single Source (NZ 14+), January 2019 – December 2019

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