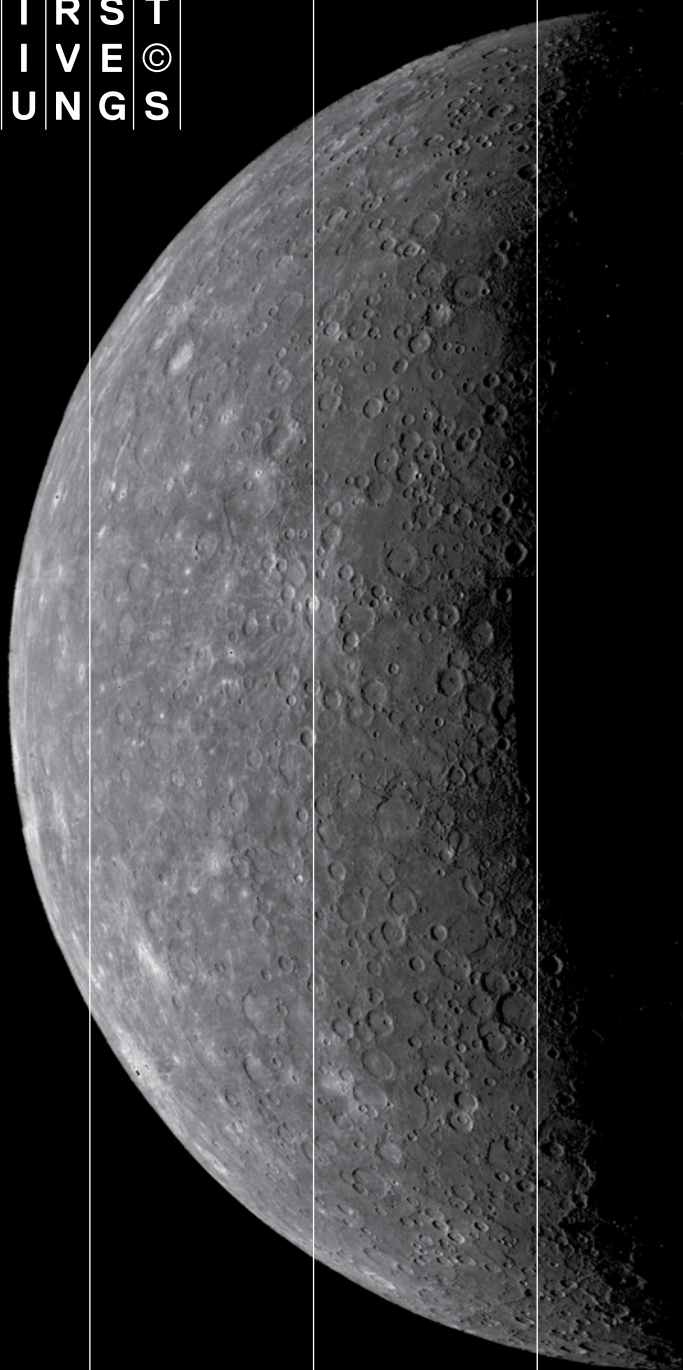


F I R S T  
F I V E ©  
R U N G S





Commercial  
Communications  
Council

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A NEW FRONTIER

# Kara kia

Karakia Tīmatanga

To open –

Manawa mai te mauri nuku

Manawa mai te mauri rangi

Ko te mauri kei au he mauri tipua

Ka pakaru mai te pō

Tau mai te mauri

Haumi e, hui e, TĀIKI E!

*Embrace the life force of the earth*

*Embrace the life force of the sky*

*The life force I have gathered is powerful*

*And shatters all darkness*

*Come great life force*

*Join it, gather it, it is done!*

The First Five Rungs *Ngā Kaupae E Rima* is an initiative just for you, from the Commercial Communications Council (Comms Council) Young Leadership Group.

We want to be your industry representatives; giving you the opportunity to connect and interact with peers and seniors, and be a guiding voice as you navigate the first rungs on the industry ladder.

We're not all pros but we've picked up a few tips and tricks along the way and used them to create this book, sharing precious nuggets of personal knowledge to help you on the path to becoming a communications superstar.

The industry can be daunting, especially when you're starting out – if you need advice or support we're here and we'd love to hear from you!



1

du

Yc



Let's take a moment and make this all about you; because let's be honest, in this industry, these moments are going to be rare. You'll learn quickly that advertising is very much about "us" – not just you but your team, your agency and your client.

You've made it this far – we want to help you go further. The first few weeks will possibly seem overwhelming.

There are a lot of names to remember and it can feel like everyone around you is speaking a different language, but don't panic! It's all part of the adventure and we're here to help you.



Arrive a little early and use this time to prepare yourself for the day ahead. The last thing you want is to be blindsided.

2

Introduce yourself to anyone and everyone. Now is the time to make yourself known.

1

Put your hand up. Whether it's for a quick chat, an induction or simply to help out – show that you are here and ready to roll.

4

Familiarise yourself with the industry. Register for industry newsletters, set aside five minutes each day to find out current industry happenings. Useful websites include [stoppress.co.nz](http://stoppress.co.nz), [campaignbrief.co.nz](http://campaignbrief.co.nz), [maddaily.com](http://maddaily.com)

3

To-Do lists and your Outlook Diary are your friend. There's a lot happening, which means there is a lot to remember. Familiarise yourself with Outlook Calendar, set yourself reminders and make to-do lists to ensure nothing falls off your radar.

5

## WHAT TO WEAR

We're not astronauts, but the necessity of wearing something remains the same. There's a bottom bit, a top bit, and when we're outside our spaceship (or agency), we might put something on our heads.

In space, bearing skin can cause serious death. Luckily, we have oxygen on Earth, so it's ok to let ourselves breathe. Just be wary of the laws around nudity in your area. Chances are, it's not allowed.

### TOP BITS

T-shirts, shirts, blouses, sleeves, sleeveless sleeves, top halves of dresses, sweaters, anything made from 100% materials.

### BOTTOM BITS

Pants, jeans, shorts, skirts, bottom halves of dresses, zip off three-quarters. This goes for anyone on a video call too. You never know when you might need to stand up.





# 2 Relationships



One of the perks of the industry is networking events and award shows. The parties are glam, the hospitality is amazing and there's usually a trophy or two up for grabs at the end of the night. If you're invited to an awards night, make sure you head along and take the opportunity to introduce yourself to some of the industry faces.

You'll learn quickly that advertising is built on a foundation of relationships – essentially, it's all about who you know. The industry is small and everyone that you meet once, you are bound to meet again. You never know when that connection will come in handy.

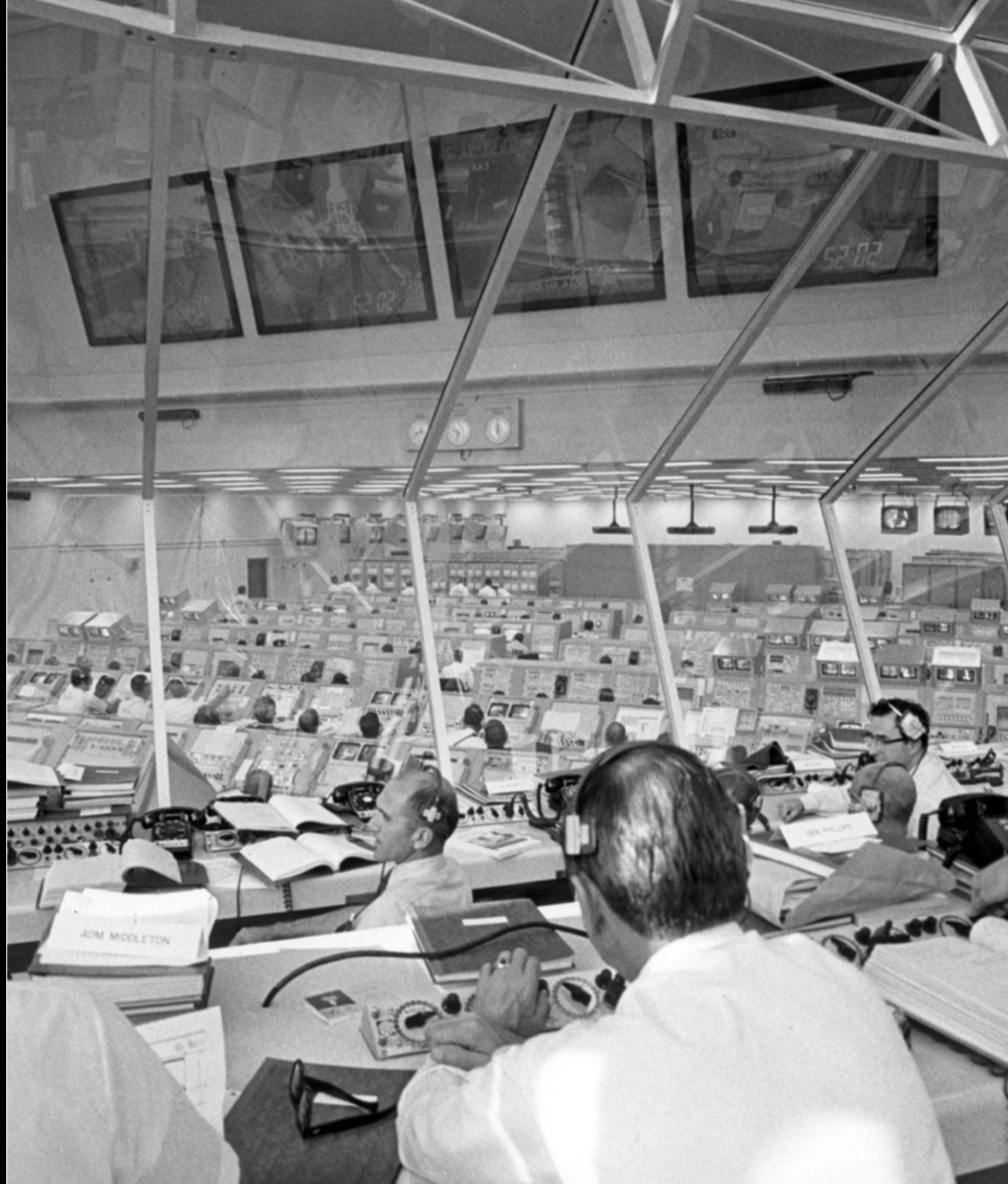


## CONNECTING WITH CLIENTS

They might seem intimidating to begin with but clients are people too! Take the time to get to know their business and the account you're working on so you can add the most value. An instant way to impress is knowing the ins and outs of your client's business, as it demonstrates your keenness to help them achieve a common goal. We succeed when our clients succeed, so we need to pull together as a strong team.

Stay in the know by reading titles such as Idealog, Stoppress, Marketing Association, Best Ads, the NBR and Management Magazine and set up Google Alerts for your client's category so you're regularly updated.

And don't be afraid to speak up and offer your opinion in client meetings! They're paying for your time to be there, so prove you're a valuable member of the team. Present yourself in a mature and candid manner and they'll love having you involved.



## TE REO GREETINGS

These greetings can be said at any time of the day and can also mean 'thank you.'

FROM:



TO:

**Tēnā koe**

*Greetings (to one person)*

FROM:



TO:

**Tēnā koe (Name)**

*Dear (Name)*

FROM:



TO:

**Tēnā kōrua**

*Greetings (to two people – do not insert names)*

FROM:



TO:

**Tēnā koutou**

*Greetings (to three or more people – do not insert names)*

FROM:



TO:

**Kia ora**

*Hi / Hello (to any number of people)*

## TE REO SIGN-OFFS

These greetings can be said at any time of the day

FROM:



TO:

**Ngā mihi**

*Regards / Thank you*

FROM:



TO:

**Ngā mihi nui**

*Regards / Thank you very much*

FROM:



TO:

**Ngā mihi mahana**

*Warm regards*

FROM:



TO:

**Nāku noa, nā**

*Yours sincerely, from*

FROM:



TO:

**Noho ora mai**

*Stay well / Goodbye*





## **YOUR COLLEAGUES ARE YOUR FRIENDS**

Your colleagues will become your family. There'll come a time when the late finishes and eating meals at your desk is more common than you ever thought. Stop and have a chat at the coffee machine and get to know your colleagues on a personal level. It'll also help you settle in and enjoy being in the office.

## **YOUR MANAGER**

Your manager is here to help. They've been in your shoes and know how it feels starting out. Building a trusting relationship with your manager is crucial as it allows you to be comfortable working together and supporting the team during stressful periods. Ask your manager if you can schedule a quick weekly catch up – maybe over coffee – to discuss your progress and where you can help out. It'll be great for your development both professionally and personally, and will show them you're keen to get stuck in.

## **YOUR SUPPLIERS**

Keep your clients close and your suppliers closer. Good relationships mean better deals for your clients. Suppliers will keep your clients in mind when new opportunities, technology or deals become available.



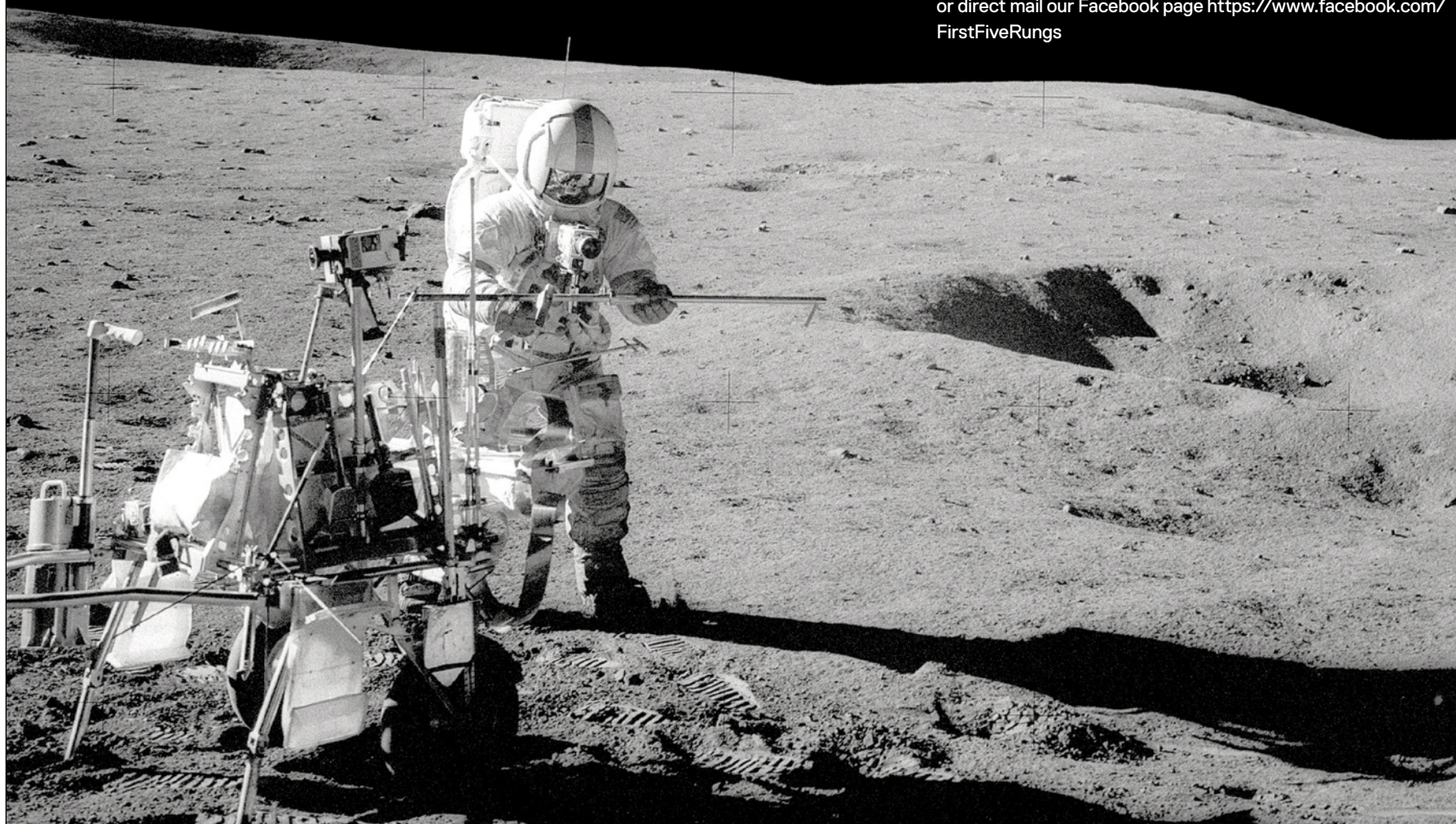
## YOUR FELLOW COMMS COUNCIL GRADUATES

Many of you have sat through the Comms Council Graduate Programme or perhaps the Foundations Course. You are all in this together and that is special. Organise that catch up with everyone and get to know each other. The people you meet are incredible and the work we do is epic, so make the most of it by bonding with industry people to enjoy your time here.

## FIRST FIVE RUNGS *NGĀ KAUPAE E RIMA*

We've been in your shoes – chances are, we know a bit about what you might be feeling. We've done it and we survived (just!). Whether it's for the highs or lows, we're here for a yarn, a whinge and a laugh. Touch base if you want to catch up over coffee and talk about the world of advertising. We want you to thrive and love your time in the industry – we're here as an extra support network. Plus, everything you discuss with us is completely confidential so if something has been bothering you and you need some advice, please reach out. Remember, we're accessible in Auckland, Wellington, and online!

To get in touch, contact Comms Council on 09 303 0435 / [office@commscouncil.nz](mailto:office@commscouncil.nz) and they'll point you in our direction, or direct mail our Facebook page <https://www.facebook.com/FirstFiveRungs>



# 3 replace Work

It is as much about the place, as it is about the people. You've arrived at this office where you'll spend 5/7 days a week, so make sure you enjoy them. There are lots of shiny awards, pretty pieces of artwork, so many desks and so many departments. At first, it may seem unfamiliar but it will soon feel like home. Each workplace has its own diverse mix of people. You are a unique addition to the culture of your agency, and it's important you feel comfortable bringing your full authentic self to work every day.





## THE ACTUAL WORK

Chances are, advertising appealed to you for the variety and challenge it promised and the meaningful work that gets created. Advertising is fast-paced and exciting – the majority of people working in the industry would likely become bored in a ‘normal’ job. The reality check is that when you start out, a lot of the work or briefs you’re given are simple and “straight-to-studio” jobs. Don’t be disheartened, as we all had to start with baby steps before we could run.

## LEARN LIKE A SPONGE AND GOOD THINGS WILL COME

In the beginning you’ll be doing a lot of straightforward ground work which is a great opportunity to soak up everything and learn, learn, learn. Use this time to absorb everything – just like a sponge – so that when you’ve proven yourself and a bigger brief comes along, you’ll be more than ready to tackle it, having the experience to spot problems in advance and see the bigger picture. It’s natural to feel a bit gutted when you see the exciting, shiny projects going elsewhere, but it’s all part of the learning journey. Trust us, the excitement and turbulence that comes with the challenging briefs will be yours before you know it!



## THE POWER OF A GREAT CREATIVE BRIEF

Slowly you may be starting to realise the subtle divide between creative and account service. Often new junior suits are surprised by how little involvement they have with creative in the beginning, so this is where we want to introduce you to the power of a great creative brief.

Sure, the creatives are responsible for developing and concepting the creative idea, but as a suit, it's your job to help them get there. A creative brief should never be a regurgitated client brief – a creative brief should have strategic thinking going into it from the start and lead the creatives to what you require from them.

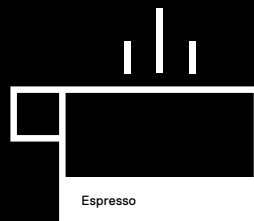
When you're briefed by your client and sit down to write your reverse brief for the creative team, remind yourself of this – "I have been given the opportunity to write a kick-ass brief that influences and excites the creative team." Get the creative team excited about what they're working on – ask your agency planner to help you find an insight and nut out the strategy behind the brief, pull examples to share in the briefing to make it more engaging – the more enthused you are, the higher likelihood the creative team will be too.

The creative brief is just as much a part of the creative journey as cracking the actual idea, so take pride in knowing you have the power to influence the creative and support your creative team by doing as much of the thinking up front as possible.

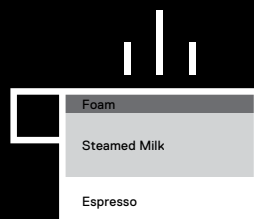
## COFFEE 101

Asked to make coffees for a meeting? It's not that scary, just know your coffee.

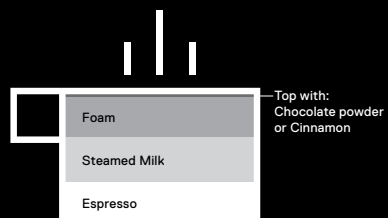
As a new graduate, you'll be asked to make coffee all the time. A well-made, delicious coffee is a real win in your boss's or client's eyes, so make sure you familiarise yourself with the coffee machine, check out the below, and you'll be a pro in no time.



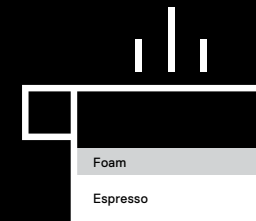
*Kutē*  
Espresso



*Rāte*  
Latte



*Kaputino*  
Cappuccino



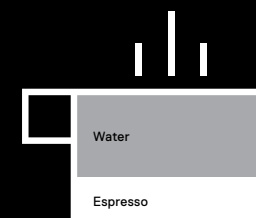
*Makiato*  
Macchiato



*Mōwai*  
Flat White



*Moka*  
Mocha



*Pango roa*  
Long Black

TALK THE TALK — THE RIGHT WAY

If this is your first office job, you'll still be familiarising yourself with the wonders of Outlook or possibly feeling nervous about answering your phone. Here are a few tips to help you out:

**Tone:** Check the tone of your email and if you're worried about how you are coming across, pick up the phone! A phone conversation can often save time and avoid miscommunication, but remember to follow up any important decisions in writing.

Plus, don't be afraid to ask a team member to check your email before sending it. They've been there too and will appreciate you asking before sending what could be a poorly interpreted email!

**Email signatures:** Make sure this is set up so your signature is on every email you send. It's likely your agency has a set template with their logo etc. so double check on this first before diving in.

**Emojis and smiley faces:** These aren't really appropriate or professional to send to clients, keep them for your instant messages with friends.

**That Reply All button:** Don't be that person that mistakenly replies all to an all agency email, but also don't be that person that doesn't reply all when you are talking to several clients, media owners etc. It's tricky – when in doubt ask your senior.

**Meetings:** Always send an invite. Your calendar is your best friend and it'll help keep you organised. Make sure when you send a new meeting invite you include a clear agenda outlining the purpose of the meeting and what will be covered. Time is money and expensive money in our industry so make sure attendees know the purpose and desired outcome of your meeting. Even better, if you think you can solve something without a meeting, do so! Potential attendees will thank you for saving them time and not holding an unnecessary meeting.

When booking online meetings (particularly during a lockdown), try to book a 15 minute gap between Zoom/Teams calls. This gives you a chance to get up, stretch, grab a cup of tea, and turn away from the screen – just like you would in the office.

AGENCY TERMS

You will have realised by now that advertising has a language of its own. To help you talk the talk, we've decoded some common terminology for you.

GENERAL INDUSTRY-WIDE TERMS

- WIP** Work in Progress
- EOP** End of Play
- EOD** End of Day
- COB** Close of Business
- ETA** Estimated Time of Arrival
- PTP** Proceed to Print
- CTA** Call to Action
- AW** Artwork
- OOO** Out of Office

MEDIA SPECIFIC TERMS

- TARP** Target Audience
- IMBA** Rating Point
- CTC** Internal Media
- CPC** Booking Advice
- CPM** Cost to Client
- CTR** Cost per Click
- CPA** Cost per Thousand (impressions)
- Retainer** Click Through Rate
- Rebate** Campaign
- IO** Post Analysis
- Whitelist** Agreed or set fee
- ROW** Any commission
- ROS** Insertion Orders
- RON** List of sites safe for placements to run on (eg. no porn, politics)
- MPS** Run of Whitelist
- DPS** Run of Site
- HP** Run of Network
- FP** Platform used
- GP** to upload specs
- VTR** Double Page Spread
- CPA** Half Page
- View Through Rate** Quarter Page
- Cost Per Acquisition** View Through Rate

STUDIO / DESIGN SPECIFIC TERMS

- PTP** Proceed to print
- AW** Artwork
- STUDIO PRODUCTION**
- IPMA** 'Internal planning media authority' or 'Internal Production Media Advice.'
- MEDIA SCHEDULE** This is provided to Account Service by media. It outlines the full media plan in detail and when each asset is running and for how long.
- KEY NUMBER** This is the code given to studio on your IPMA to identify each piece of artwork. We make these codes ourselves. Often will be the job number followed by the publication. Eg. TOY5876\_NZH Job number + NZ Herald).
- SPECS** The size that the artwork needs to be set up in. This is detailed in the IPMA supplied by media.
- POS** Point of sale (Artwork that sits in the dealerships / retail stores)
- FILE FORMATS**
- 1. RASTER** Raster images are images made of pixels. If you zoom right in on a raster image, you will begin to see individual pixels, which appear as tiny squares. Raster imagery needs to be exported at the size that it is going to be distributed at in order for it to display correctly. It can be difficult to distribute raster images at a large scale as they have

- restricted size allowances. They are good for online and screen use as screens are also made of a series of pixels.
- Below are examples of raster-supporting files:**
- JPG** Joint Photographic Experts Group. Does not support a transparent background, raster file.
- GIF** Graphics Interchange Format
- Low resolution files used for web and email purposes. These can be static or animated and support a transparent background.
- TIF** Tagged Image File
- Used for storing images, as this is supported widely across platforms. These files can be really large in size, so are good for high-quality images.
- PNG** Portable Network Graphics
- PNG files are bitmap images that can be created with a transparent background. They are low resolution and are used commonly across websites and online use.
- PSD** Photoshop Document
- The PSD file format, usually a raster format, contains graphics and photos created in Adobe Photoshop.
- BMP** Bitmap
- 2. VECTOR** Vector images are not made of pixels, so can be scaled and printed at any size without losing resolution. It is for this reason that all brands should be designed as a vector-based image.
- Below are examples of vector-supporting files:**
- AI** Adobe Illustrator
- Vector files used by designers and

- commercial printers to generate files of different file formats and sizes.
- EPS** Encapsulated Post Script
- Vector-based EPS files are scalable to any size.
- PDF** Portable Document Format
- A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it. This can be used for both vector and raster imagery.
- WEB/DESIGN/STUDIO TERMS**
- AI** Appreciative Inquiry Theory
- API** Application Programming Interface
- CMS** Content Management System
- CRO** Conversion Rate Optimisation
- CSS** Cascading Style Sheets
- CTA** Call To Action
- CTR** Click Through Rate
- KPI** Key Performance Indicators
- SEO** Search Engine Optimisation
- UX** User Experience
- UI** User Interface
- HTML** Hypertext Markup Language
- WYSIWYG** What You See Is What You Get
- DPI** Dots Per Inch
- CMYK** Cyan, Magenta, Yellow, Black
- RGB** Red, Green, Blue
- PMS** Pantone Matching System
- PPI** Pixels Per Inch



# 4 Career

You're entering the industry at a really fun and interesting time in your life, you've gained great skills throughout high school and university and now you're able to develop them further in your first proper job.

Each person in a hugely rewarding and high paying role started at the bottom and worked their way up, which is why the energy and dedication you demonstrate now will help you reap the benefits later. Ultimately we're all about adding value to our clients' business, and we need to show as individuals we're adding value to our agency also.

## PERFORMANCE REVIEWS

Performance Reviews are a crucial part of your career development. These reviews allow you to reflect on your progress, look forward to your future and get a feel for how you're doing. Most agencies have established performance review structures, so ask your HR Manager about how these work. If you don't feel like you're getting enough feedback, or you're not clear on the performance review structure, it is absolutely reasonable to ask your direct line manager.

Positive, constructive feedback is essential to personal and professional development. It's how you know where you're at and enables you to set goals to get to where you want to be. You won't know if you don't ask!

## COFFEE CATCH UPS

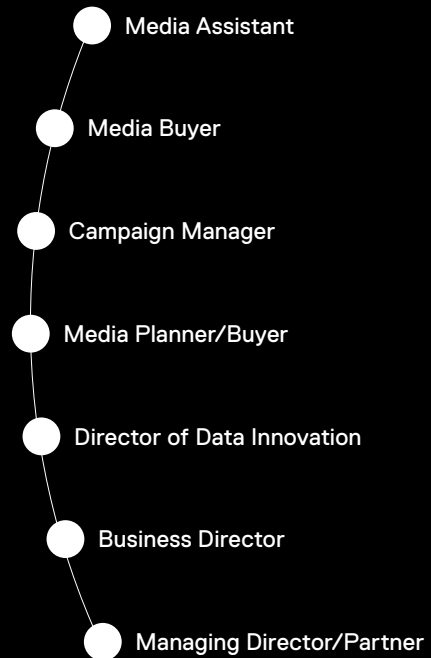
People in advertising tend to love their coffee. Asking your boss to catch up over coffee one morning is a great way to check in and start building a relationship. They're going to have their morning coffee anyway, so why not have it with you!

## ASKING FOR A PAY RISE

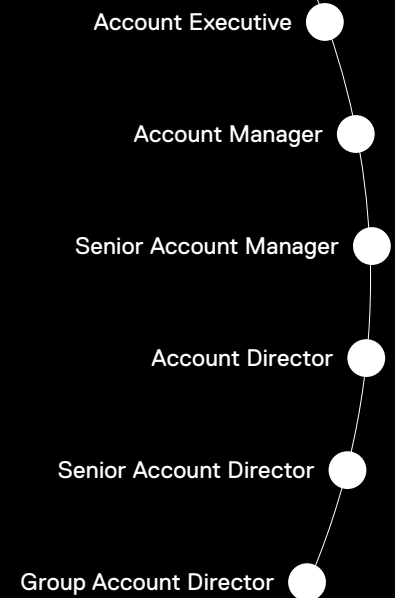
As well as being praised and recognised for your work, financial remuneration is important too. You work hard, so it's important you're fairly remunerated for that. Ideally pay reviews will be built into your performance reviews so you can cover everything at once, however if this isn't the case you may need to set up a separate meeting with your boss to discuss your salary. A great way to know when you're due a pay rise is to review your KPIs/ goals and job description. Chances are if you've ticked off all your goals or are doing everything required under your job description, you're not only due a pay rise but a promotion too! Make this one of your priorities, so when the time is right you can take them through where you're at and why you're ready for the next step. Talking about pay can be awkward when you start, but the more you get comfortable having financial conversations, the better off you'll be.

MEDIA

So you know who you're talking to when that title pops up on their signature, we have put together a basic structure of each department. Different agencies may use slightly different titles but here it is in a nutshell.

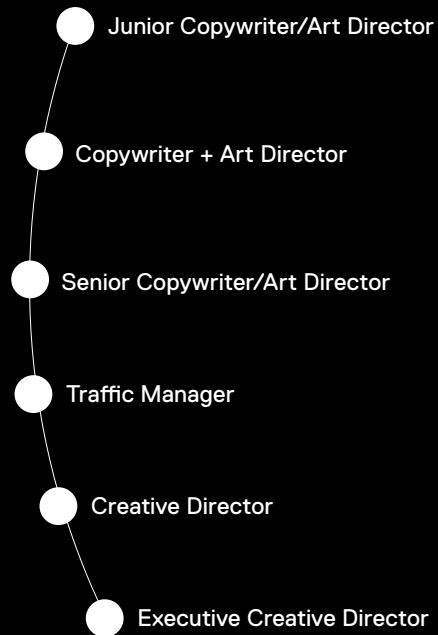


ACCOUNT SERVICE

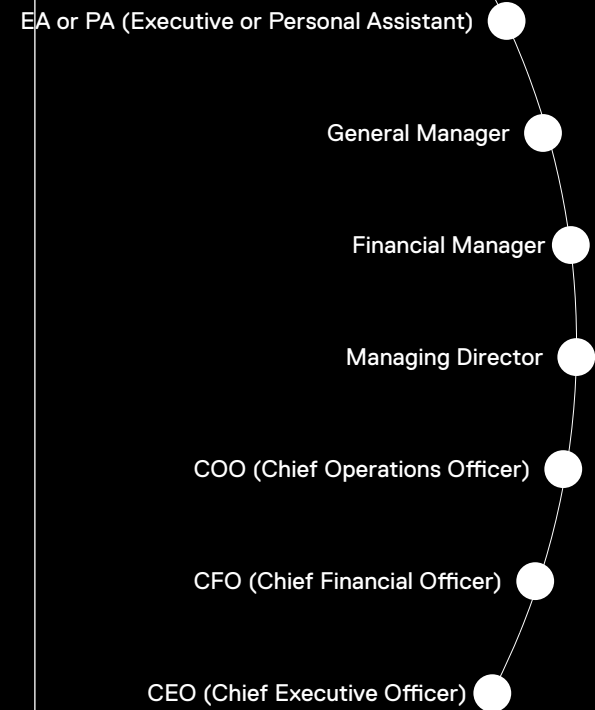


CREATIVE

Creatives work as a team consisting of Copywriters and Art Directors. Depending on your agency you will have a creative top dog Creative Director (CD) or Executive Creative Director (ECD) who may look after different clients or areas of a business. However, ultimately they are the guardians of any creative work that filters through the agency.



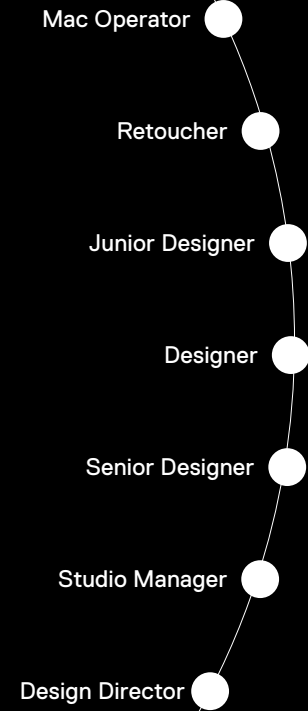
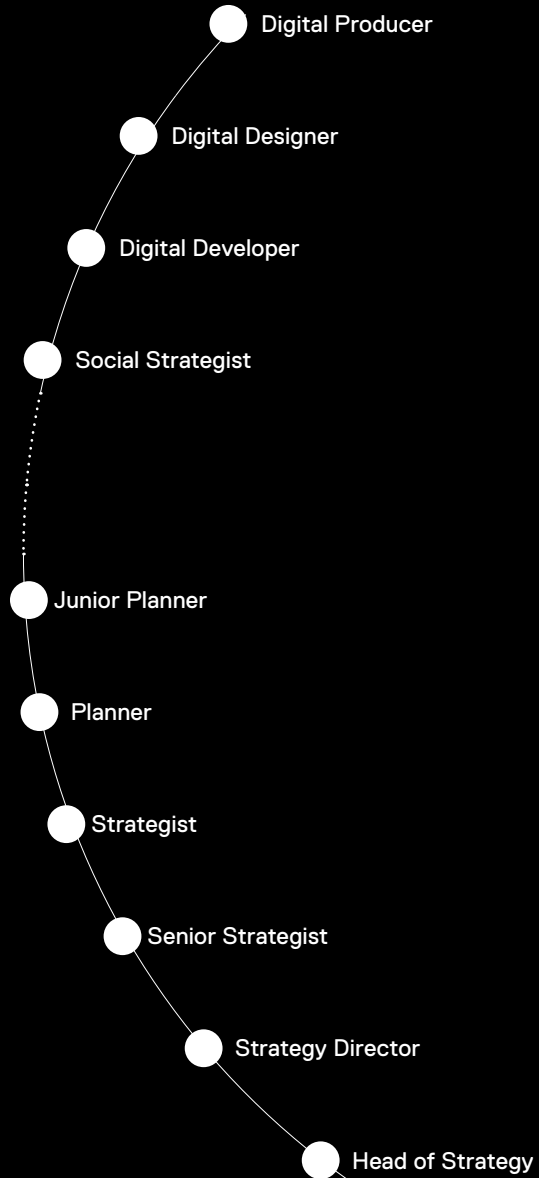
MANAGEMENT





DIGITAL

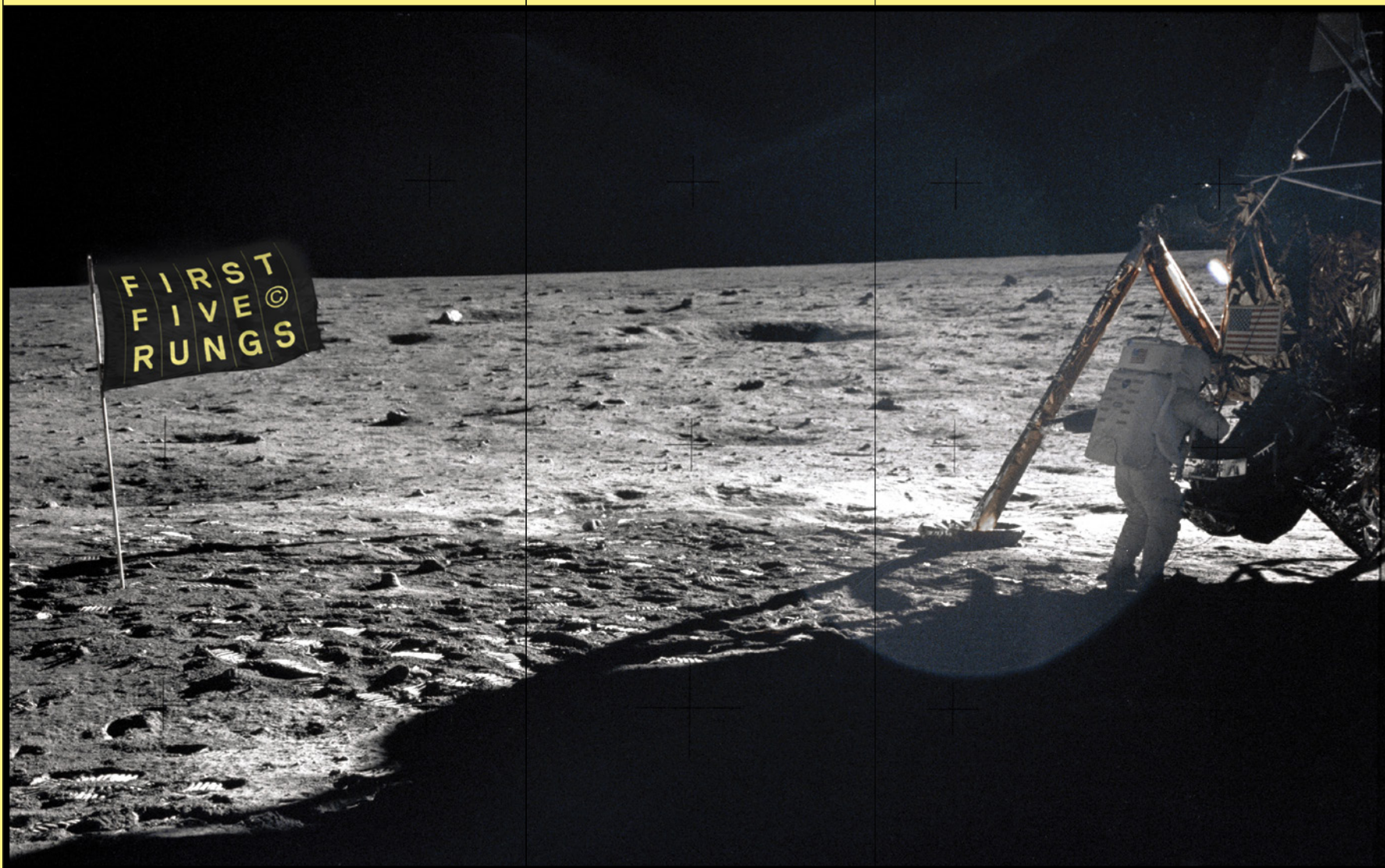
STRATEGY



STUDIO

## YOUR LEADERS

We've all been there before – The First Five Rungs  
*Ngā Kaupae E Rima* team share their biggest blunders and  
happiest triumphs. Sh\*t happens to all of us.



## THE OH 🤔 THAT HAPPENED TO US

### Emma

In PR we do a lot of email pitching to media, sometimes as individual pitches with the press release and others as mass emails where we BCC in the journalists we want to send the news to (I think you can see where this is going). In my mad rush in trying to send the press release out with my pitch, plus it being one of my first pitches to media, I accidentally CC'd in everyone instead of BCC'd! luckily for me it was a product release and not something super confidential. Word to the wise, always check that BCC line and take a breath before you hit send.

### Bridget

I was once planning a big seasonal campaign for a client, with a raft of media channels and a big budget. I planned it out, created the presentation then spoke to a room of clients, super confident with my work. I got back to the office later that day and realised I had used the wrong rates for TV, which took the campaign about \$50,000 over budget.... Oh s\*\*t! Moral of the story, build a great relationship with your manager - I was able to shout for help and she ended up bailing me out of the situation! Heart attack moment for sure...

### Lucciane

When I was beginning to step into more client-facing tasks for the first time, for more complicated emails I would often draft up everything in an email and send them on to my manager to review and check there were no major issues. I ended up accidentally sending the draft email (including the capitalised subject header: 'DRAFT EMAIL FOR X CLIENT'S NAME') straight to said client! They were sweet as about it and actually just amended the subject header on their end before replying to save me the trouble, but I was mortified!

### Chelsea

I was dispatching a TVC on behalf of a team member. The online version had been approved by the client, however all parties had forgotten to check the legal line. I ended up dispatching the TVC with the wrong legal line and not realising until 5pm on a Friday! Thankfully I had a super-incredible TVP Producer who managed to get the legal line updated and re-dispatched before the TVC went live that weekend. Take home is to double check everything, even if your clients have approved!

## OUR PROUDEST INDUSTRY MOMENTS

### Zoë

I was looking at an article on the Herald website about the launch of a new product we'd worked really hard on for a client. At the same time an ad popped up for another client for a campaign which I'd also run – it was just so cool to see the two totally different campaigns I'd worked on bump into each other.

### Emilie

My proactive idea turned into my client's biggest and most effective campaign. Not knowing what to do with my insights and big idea, I involved the right people in my agency to listen and help me develop the idea until it was client-presentation ready. The client bought it, and every time I see that campaign (four years on) I'm filled with pride.

### Xavier

My proudest industry moment would have to be seeing my client, WorkSafe's Sense it, Stop it campaign in market for the first time. The feeling of knowing that you had a hand in creating some amazing work that has the potential to impact the lives of all Kiwi's is something really special.

### Izzy

I always feel the proudest when we get positive feedback on our work. It's really easy to feel discouraged when you don't hear any feedback and think that maybe you are on the wrong track but as soon as you receive it makes all of the hard work worth it. Getting positive feedback from the client is great but it's especially rewarding when it comes from the public. To see your work get recognition is a great feeling and motivates me even further.

### Jeremy

I always feel really proud when I see something that I've worked on appear in the real world. Beyond making 'ads', I've also been fortunate to have been a part of the launch of the Gen Less Shoppack – a shopping bag with back straps designed to encourage people to leave the car at home and take a climate-friendly mode of transport to the supermarket. Countdown agreed to partner with us and it's always really nice to still see people around using the bag!



## OUR LEARNINGS

### Lucien

Advertising & Media has been a 'hit the ground running' type of job and I've learned a lot of things in the past few years. One main learning is the importance of having fun and also knowing when to knuckle down to smash some work out. Managing your workload well helps negate stress and overall makes for a better time inside and outside the office!

### Guy

There's always a better idea. There comes a point where we need to call it a day so we don't burn ourselves out searching for it.

### Courtney

Sometimes work wins, and sometimes life wins. We're only human, and it's important to acknowledge that certain things take priority.

### Sarskia

In an industry that is always evolving, make it your mission to be a lifelong learner. Learn as much as you can about each department you work with, know the lingo, stay on top of new technology, software and trends. Learn what you can about leadership, business and finance. Access multiple sources of inspiration – look at everything around you and read, a lot.

### Becky

The one thing I have learned working in communications is the power of a good coffee. No matter how far up the ladder you progress, knowing how to make a good coffee is a timeless skill that will serve you well with clients, colleagues and most importantly, your boss!

### Jesse

You don't need to know all the answers, you just need to know how to find the answers.

### Amy

This is an industry built on people and connections – especially in New Zealand! Make an effort to build relationships with your colleagues and clients. Ask them about their lives, their families, their pets and weird hobbies – really get to know them if you can. Forming connections and showing a genuine interest in others will help you so much more than any piece of marketing knowledge.

Now that you're at the end, we hope we've been able to help guide your way through the industry and your agency a bit more. Keep this book close – on your desk, or stashed away in your draw, who knows when it will come in handy. And don't forget, the First Five Rungs group exists to support and guide YOU so please don't hesitate to make contact – we're all ears! We look forward to hearing from you soon and seeing you shine.

The First Five Rungs team;

Auckland

Becky, Zoë, Sarskia, Courtney, Lucciane, Guy, Chelsea, Bridget, Amy, Jesse

Wellington

Xavier, Jeremy, Izzy, Lucien

*The First Five Rungs is a textbook example of what makes our industry so great: Young professionals, from across our member agencies, recognising an issue that needs addressing and volunteering to be the solution.*

*The First Five Rungs is dedicated to championing young people navigating their first five years in the advertising and communications industry. A career in advertising can be daunting at the beginning; we don't know what we don't know, we are unsure of what exists beyond the agency we work within, and we are looking for connections with those who have a shared experience. The First Five Rungs is comprised of young leaders who know exactly what it's like in the early years and passionately dedicate their time to helping those that come after them. They operate across Auckland and Wellington, making a tangible difference to the lives of the next generation of young leaders in our agencies.*

*The FFR team commit their efforts predominantly in their own time. The Auckland and Wellington branches work closely together to enrich the experience of young professionals across a diverse set of agencies. Key initiatives include:*

- Welcome pack for new entrants. For several years, new entrants to the industry have received a FFR Newbie Welcome Pack, including this booklet. The pack has been designed, assembled and distributed to more than 400 people in our industry.*
- Networking and speaker events, designed to enable young people to connect with other like-minded professionals, sharing experiences and building networks that last entire careers.*
- Research projects to ensure the needs of young entrants are understood and inform the events and activities that are delivered. In addition, the FFR provide feedback to the most senior leaders in the industry, sharing insights that assist retention efforts by identifying the reasons that might lead young people to leave the industry, and what might keep them looking forward in their careers.*

*Only through the efforts of those who have volunteered to be part of the First Five Rungs committees can we get a better understanding of what support the industry can provide our young people, and in turn, we support all of the initiatives that those same committees put into action month in, month out.*

*All of these efforts go well beyond the 'day job'. Events, comms, and research are all time consuming. That time is precious and the fact that it is given so freely by the FFR committee members is a testament to their dedication to making our industry a rewarding and long career for all those who have recently joined, alongside those who are yet to come.*

*On behalf of the Comms Council Executive Board and myself, I would like to acknowledge the efforts of all those FFR members past, present and future. Their efforts reflect true leadership and we would be all the poorer without them.*

*With acknowledgement to the YLG / FFR Auckland members at the time of print, and thanks to future members: Becky Dawson – Chair, Zoë Macdonald-Mair – Deputy Chair, Bridget Welsh – Secretary, Sarskia Melville, Gaetano Perry, Courtney Spillane, Amy Wilemse, Jesse Knight, Chelsea Bostock and Lucciane Surtees.*

*With acknowledgement to the YLG / FFR in the Capital members at the time of print, and thanks to future members: Xavier Glass – Chair, Jeremy Sinniah – Deputy Chair, Izzy Antoniadis and Lucien Burt.*

*Simon Lendrum | CEO  
Commercial Communications Council*

# Kara kia

Karakia Whakamutunga

To close –

Kia whakairia te tapu

Kia wātea ai te ara

Kia turuki whakataha ai

Kia turuki whakataha ai

Haumi e, hui e, TĀIKI E!

*Restrictions are moved aside*

*So the pathway is clear*

*To return to everyday activities*



Commercial  
Communications  
Council