



**Meridian's
Power Up
Community Fund
Communications
Toolkit**



Meridian.

Congratulations on being a successful recipient of Meridian's Power Up Community Fund.

Power Up assists sustainable projects like yours that contribute directly to local communities and we're delighted to support your project.

Communicating to others about your project helps increase local support for it, often generating additional funds and media coverage. It also gives other groups an opportunity to learn about you. This toolkit is a basic guide, intended to assist you in creating and improving your project communications.

Please note that all information in this guide is provided for broad guidance purposes only and should not be relied on as substitute for professional communications advice and/or legal advice. Meridian will not be responsible for any losses suffered as a result of your reliance on this guidance.



Duntroon Primary School swimming pool



Social Media

If your community group or organisation has a social media presence, this can be a great channel to celebrate and promote your success.

Here are some top tips for creating an engaging social media post:

- Image - images which include people usually perform best on Facebook. Photo should ideally be square size, no smaller than 600x600px. Instagram is similar, but more scenic shots can perform better on this channel.
- Video - If you would prefer to create a video, this can be done on a smart phone (landscape). Video should ideally be no longer than one minute.
- Caption – Your photo or video should have a caption. Shorter the better, and we'll always appreciate it if you reference the support of @Meridian Energy
- Facebook boosting - If you want to boost your post so more people see it, Facebook provide easy step-by-step instructions. You must be a page admin to boost posts.

Please get in touch with us if you would like to enquire about Meridian sharing your content on social media.

Tagging other FB groups – one way to increase your audience is by tagging in other organisations or businesses who you've worked with on your project. We really encourage groups who we've helped through Power Up to tag Meridian's FB page into your post.



Example post

Daryn Te Kere, kiwi release, Rona Island



Media releases

A great way to get your story out is to prepare a media release and send it to your local media contacts. Reporters like content from local spokespeople, including quotes and photos.

Quotes help communicate important information about your project and its benefits and give credibility to your story. Wherever possible include one or two quotes in your media release. Remember to include citations where appropriate and also obtain permission if you are directly quoting someone. We're happy to provide you with quotes from a Meridian spokesperson.

Photos should tell a story and include the people and places involved in the project. For legal purposes, consent should be obtained from individuals featured in photos at the time the photo is taken.

We've included examples of both image release and media release forms in this toolkit for your reference. Note that in the image release form we've included references to Meridian, but feel free to delete that if required.

Events

Hosting an event when you reach a key project milestone is a good way to celebrate your progress. It's an opportunity to invite interested parties along (such as local media and community leaders) to hear more about your project. An event can also provide great photo opportunities.

It's also good to invite your sponsors to milestone events and acknowledge their support. That way you'll keep

your project at the forefront of your sponsor's mind, particularly important if you're looking for future funding. Sponsors like having the chance to showcase their support of great community projects with their customers and stakeholders.

Send invitations out four to six weeks well in advance, including dates, location, timing and a summary of what will occur. It's always a good idea to follow up with a phone call closer to the time.

Keeping records

Take good quality, high-resolution photos (eg 2MB) and keep notes as your project progresses. You can use this information to update stakeholders, create online content to share through digital channels, and request future support. It might also help you to reflect on your achievements and apply learnings to future projects.

Referencing the support of Meridian

If you want to acknowledge the support of Meridian's Power Up Community Fund when you are communicating about your project, we would suggest the following:

The [insert project name] project was supported by a grant of \$xx from Meridian's Power Up Community Fund.

Power Up supports sustainable community development initiatives.

For more information about

Power Up, including application dates and criteria, visit

meridian.co.nz/powerup

Please contact us directly if you'd like to use Meridian's logo (for example if it is a condition of your funding). We can provide you with a style guide and design specifications.

Contact Us

If you have any questions about communications material for your project please contact:

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North Island Community Engagement
Manager

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M: 021 980 565
E: carly.andersen@meridian.co.nz

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South Island Community Engagement
Manager

Meridian Energy Limited
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M: 021 733 931
E: mel.schauer@meridian.co.nz

Media contact list

North Island

Power Up Te Uku

Raglan Chronicle
info@raglanchronicle.co.nz

Waikato Times
news@waikatotimes.co.nz

Power Up Te Apiti

The Bush Telegraph
janice.dagg@busstele.co.nz

The Manawatu Standard / Tribune
editor@mssl.co.nz

The Ashhurst Village Voice
ashhurst.voice@gmail.com

The Manawatu Guardian
Merania Karauria, Editor
06 350 3589
merania.karauria@nzme.co.nz

Woodville Community Newsletter
moulaghan@inspire.net.nz

Power Up West Wind and Mill Creek

The Makara Mag
Christine Grace, Editor, (04) 476 8187

The Dominion Post
news@dompost.co.nz

South Island

The Otago Daily Times
odt.editorial@alliedpress.co.nz

Oamaru Mail
news@oamarumail.co.nz

The Timaru Herald
editor@timaruherald.co.nz

Power Up White Hill

The Lumsden Light
lumsdenlight@hotmail.com

The Southland Express
info@southlandexpress.co.nz

Southland Times
news@stl.co.nz

Power Up Waitaki

The Twizel Update
tpda@twizel.info

The Bugle
museum@kurow.co.nz

The Otematata Chronicle
kateandlen@xnet.co.nz

Omarama Gazette
booiman@xtra.co.nz

The Duntroon Digger
ddda@xtra.co.nz

Power Up Manapōuri

The Fiordland Advocate
claire@advocatesouth.co.nz

The Southland Express
Amy Johnstone, Reporter,
(03) 218 4818
southlandexpress.co.nz

Southland Times
news@stl.co.nz

The Courier
info@timarucourier.co.nz

TACI Snowden Forest
Mountain Bike Track





Media release template

Media releases should be short – ideally no longer than one page.

- 1. Title**
Make it short and catchy.
- 2. Release Date**
When the media can print the story.
- 3. First (Summary) Paragraph**
Include the best bits of your project and “hook” the reader in. Many people only read the first paragraph of a story, so this paragraph is vital.
- 4. Second Paragraph**
Include your key project messages – why is the project important, what will it achieve, and when is it happening.
- 5. Third Paragraph**
Include a quote from the project spokesperson (re-iterating the importance of the project and what it will achieve).
- 6. Fourth Paragraph**
Include a quote from a key supporter (eg Meridian Energy).
- 7. Final Paragraph**
Add any additional pieces of less important information (eg project supporters, location, ‘call to action’, and website address).
- 8. Photo**
Send the media a good quality photo that clearly shows the core elements of the project.
- 9. Ends**
Signals end of printable content. Additional content below is for journalist’s reference only.
- 10. For More Information Contact**
Include name and contact number of project spokesperson.
- 11. Links**
Include other websites / reference documents that might be relevant to the journalist (for example meridianenergy.co.nz/powerup).
- 12. About Us**
Include key facts about your organisation (eg objectives / goals, membership, length of time operating, and location).

*Olivia McGrath
builds a turbine.*

Example Media Release



7 February 2018

Five Northern Southland community groups receive funding through Meridian's Power Up

Mosburn School will be able to create a much-needed community sports facility with help from Meridian's Power Up fund.

The project will convert an old school pool area into a space that can be used in all weather conditions and for multiple purposes. The facility will also be available for use by local community groups ensuring that recreational activities can be enjoyed by people of all ages.

Meridian Energy's Power Up chair Peter Mason says the development of the facility will have positive benefits for all in the local community. Meridian is very pleased to be able to support Mosburn School on such a great initiative.

"The facility will mean the school now has a space for sport, wet day play, assembly, and production practices, and the Move to Learn programme has a dedicated space. For the wider community, they can look at encouraging participation in activities such as art, yoga, and book studies to keep the community active and connected."

Northern Southland Medical Trust will also benefit with funding towards the purchase of a new defibrillator for the Lumsden Medical Centre. The current defibrillator, which is used very regularly, is now coming to the end of its lifespan. It is essential that the local community have access to such a critical piece of medical equipment given its relatively remote location.

The Northern Southland groups to receive funding in the latest round of Power Up are:

- Mosburn School - \$7,500 towards the development of a school and community sports facility.
- Northern Southland Medical Trust - \$13,000 towards the replacement of a defibrillator for the Lumsden Medical Centre.
- Northern Southland Community Resource Centre - \$1,000 to help provide programmes for youth and elderly in the community.
- Northern Southland Community Gym - \$1,734 for the purchase of a stationary bike.
- Dipton Golf Club - \$450 to purchase an alarmed indoor wall cabinet to house a donated defibrillator.

Total funding awarded to Northern Southland groups in this round: \$24,524.

Power Up supports local projects in the areas near our wind farms and hydro stations. For more information on Power Up visit: meridianenergy.co.nz/powerup

ENDS

Contact:
Anna Vrede
External Communications, Meridian Energy
021 195 3175

About Meridian

As New Zealand's largest 100% renewable energy generator, and as a retailer, Meridian has always walked hand in hand with the environment.

Meridian is focused on sustainability, which is why the company has adopted the UN Sustainable Development Goals. Meridian is also listed as one of only three New Zealand companies on the Dow Jones Asia-Pacific Sustainability Index.

Meridian and its online subsidiary Powershop retail electricity to more than 390,000 connections – homes, farms and businesses throughout New Zealand and Australia. Meridian owns and operates ten hydro stations – six within the Waitaki Hydro Scheme – and seven wind farms in New Zealand and Australia.

Example Image Release



IMAGE RELEASE FORM

Organisation name:

Project name:

Date: / /

Name of person in photo:

Contact number / email address:

Duration of use:

Background - [insert organisation name] has commissioned [insert photographer name] to provide photos for [insert project name] (the project).

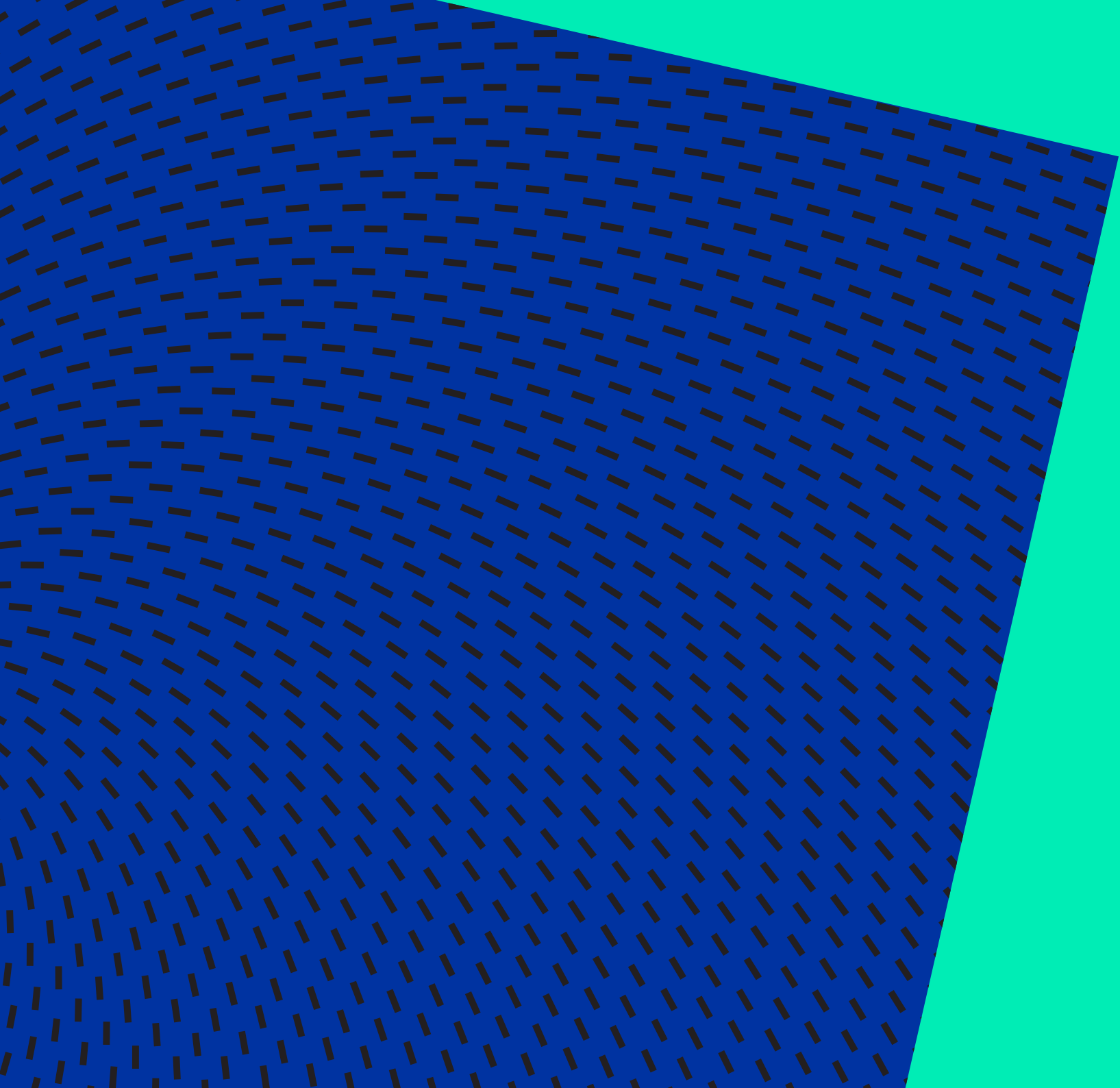
I confirm that I have agreed to be photographed for the project.

I consent, and waive any personal rights or objections to [insert organisation name] and Meridian Energy using any photographs or images of me for any purpose, including but not limited to, the project, publication on any Meridian Energy website, and/or publication as part of any Meridian Energy communication pieces.

I acknowledge and agree that [insert organisation name] will own any and all rights in the materials comprising, and created for the purpose of the Project, including all photographs and images of me.

Signed:

Date: / /



Meridian.

The Power to
Make a Difference.