



Sustainable
Business
Network

PROGRAMME*

Communicating Sustainability Masterclass

5 SEPTEMBER

Tuesday 05 September

9am – 5pm

AUT University, Sir Paul Reeves
WG Building, 2 Governor Fitzroy
Place, Auckland

*Please note programme is subject to change.

9am
Mihi whakatau

9.05am
Welcome from our MC
Andy Kenworthy

9.10am
Why communicating
sustainability matters
Fiona Stephenson

9.25am – PANEL
Insights from leading brands
Simon Coley
Julia Jackson
Andy Kenworthy (Moderator)

9.50am
Campaigning for change
– behavioural insights
and lessons from
Gen Less
Jo Bye

10.20am
Morning Tea

10.45am
Avoiding greenwashing
– the law, marketing and you
Jon Duffy & Gemma Rasmussen

11.25am – WORKSHOPS

(Choose a workshop – 1 or 2+3)

WORKSHOP 1 (60 mins)
How to apply behavioural
psychology and emotional
connection to ideas that
matter
David Robertson

[Digital ticket holders participate in
workshop 1]

WORKSHOP 2 (30 mins)
How to communicate
progress through
sustainability reporting
– from data to impact
Tori Calver

WORKSHOP 3 (30 mins)
How to work effectively
with NZ media – know
the power of a good story
Kylie Bailey

12.25pm
Harnessing the power of AI
– using ChatGPT and other
AI tools responsibly
Giselle Scott & Rod Acevedo

12.45pm
Lunch

1.45pm – PANEL
Mastering social media
– from clicks to change
Alec Tang
Antonia Estall
Natalie Hilterman
Vincent Heeringa (Moderator)

2.10pm – LIVESTREAM
Korero tahi
– embracing and
honouring te ao Māori
in communications
Dr Karaitiana Taiuru

2.40pm – PANEL
Beyond the mark
– the role of certifications
Angie Farrugia
Laura Gemmell
Vincent Heeringa (Moderator)

3pm
Untangling complexity
for greater impact
Vincent Heeringa

3.15pm
Afternoon tea



3.35pm – WORKSHOPS

(Choose a workshop – 1 or 2+3)

WORKSHOP 1 (60 mins)

How to tell your sustainability story – strategies to engage hearts and minds

Nikki Wright

[Digital ticket holders participate in workshop 1]

WORKSHOP 2 (30 mins)

How to master plain English for impact

Kate Thompson

WORKSHOP 3 (30 mins)

Troubleshooting – triage and diagnosis. Bring your issues and get help from an expert

GREENWASHING

Jon Duffy & Gemma Rasmussen

STRATEGY & PLANNING / PR & MEDIA

Fiona Stephenson

STRATEGIC COMMUNICATIONS / WRITING

Andy Kenworthy

BRAND STRATEGY / DESIGN

Patricia Aguilera

PHOTOGRAPHY / VIDEO

Phil Crawford

DIGITAL MARKETING / SOCIAL MEDIA

Maeghan Pratt-Rink

SUSTAINABILITY REPORTING

Tori Calver

4.35pm – PANEL

Insights from leading brands

Al Yates

Angelina Ashcroft

Andy Kenworthy (Moderator)

4.55pm

Close

Fiona Stephenson

5pm

Drinks & Networking



Our Sponsors



Promotional Partners



Speakers

Al Yates

Chief Executive Officer
Ecotricity

Alec Tang

Partner – Sustainable
Value
KPMG

Andy Kenworthy

Senior Communications
Advisor
Sustainable Business
Network

Angelina Ashcroft

Head of Marketing
Ecostore

Angie Farrugia

Director of
Communications
B Lab (Australia &
Aotearoa New Zealand)

Antonia Estall

Chapter Lead – Tāmaki
Makaurau
Creatives for Climate

David Robertson

Director
Hardwired

Fiona Stephenson

Head of
Communications
& Marketing
Sustainable Business
Network

Gemma Rasmussen

Head of Research &
Advocacy
Consumer NZ

Giselle Scott

Digital Product Designer
RUSH

Jo Bye

Group Manager –
Marketing
& Communications
EECA

Jon Duffy

CEO, Consumer NZ

Julia Jackson

Head of Purpose and
Sustainability
Kiwibank

Kate Thompson

Head of
Communications
thinkstep-anz

Dr Karaitiana Taiuru

Director
Taiuru & Associates

Kylie Bailey

Media Relations Lead
GoodSense

Laura Gemmell

Chief Executive Officer
Eco Choice NZ

Maeghan Pratt-Rink

Digital Marketer
Sustainable Business
Network

Natalie Hilterman

Managing Director
Atawhai Creative
Communications

Nikki Wright

Manager Director
Wright Communications

Patricia Aguilera

Brand Marketer
Sustainable Business
Network

Phil Crawford

Communications
Advisor
Sustainable Business
Network

Rod Acevedo

Digital Product Designer
RUSH

Simon Coley

Co-Founder
Karma Drinks/All Good

Tori Calver

Head of Advisory &
Impact
Sustainable Business
Network

Vincent Heeringa

Writer, Marketer &
PR expert