

Text message transcript

26 January 2023

4:50pm – Glenn Critchley

Hi Anthony, thanks for the call. Flick me an email s 9(2)(a) and we can see what we can do

4:50pm – Anthony Clearwater

Cheers Glenn will send through some info tomorrow... cheers Anthony

12 April 2023

9:31am – Glenn Critchley

Hi Anthony, can you give me a call when free? Cheers Glenn @ NZ Warriors

11:40am – Glenn Critchley

Hi mate, just had a quick question re: completion of census. Can you give me a call when free?

14 April 2023

11:07am – Anthony Clearwater

Hi mate sorry about being slow to come back to you – totally slipped my mind. Available any time today. How are things looking to get costs etc today – we need to take something to the board on Monday. Cheers AC

17 April 2023

4:13pm – Anthony Clearwater

Hi mate hope you're well. Got the green light today! – can we touch base tomorrow?

4:13pm – Glenn Critchley

Great to hear. Give me a shout back when you can.

21 April 2023

12:01pm – Anthony Clearwater

Address for tickets: s 9(2)(a)

Does that work for you?

12:01pm – Glenn Critchley

Who should we address to?

12:01pm – Anthony Clearwater

Asklika Aholelei

Asilika sorry

Hi mate

Have set up the F&B mock up for your approval

We're just thinking about the risk of people copying them – have you had situations like that before?

Maybe we could stamp them

12:01pm – Glenn Critchley

Hi Anthony, would definitely recommend adding some form of branding on these whether on the print itself or via a stamp. Would need to share any stamp with Epicure.

3:45pm – Glenn Critchley

All approved with stamp. Can you share example once complete?

22 April 2023

5:46pm – Glenn Critchley

Hope today's events were a success, weather can't of helped things!

24 April 2023

11:44am – Anthony Clearwater

Cheers

Anecdotally I've heard things went great just waiting on numbers calling Nat soon...

26 April 2023

3:59pm – Glenn Critchley

Hi Anthony, can you give me a call when free

27 April 2023

9:23am – Anthony Clearwater

Hi mate – can call you around morning tea time today

28 April 2023

1:34pm – Anthony Clearwater

Hi mate

Do you have a couple mins for a quick chat today- need to cover something off re the prize for trip for four to aussie

Say around 2ish?

1:34pm – Glenn Critchley

Yep, around all afternoon so just give me a call when suits

1:34pm – Anthony Clearwater

Cheers

30 April 2023

3:24pm – Anthony Clearwater

Hi mate

Lana is s 9(2)(a)

2 May 2023

2:32pm – Glenn Critchley

Just spoke to Richard, and let him know that you may be in touch and to get in touch with you re: any media queries.

2:32pm – Anthony Clearwater

Beautiful thanks

3 May 2023

1:13pm – Anthony Clearwater

Hi mate – have left you a voice mail.

3:10pm – Glenn Critchley

Give me a call when you're free.

From: [Anthony Clearwater](#)
To: s 9(2)(a)
Subject: Followup re chat about 2023 Census and One NZ Warriors collaboration
Date: Tuesday, 31 January 2023 11:52:00 am

Kia ora Glenn,

Great to chat last Friday. I hope you, the organisation, the team and your whānau are not too severely impacted with the current situation in Tāmaki Makaurau.

As discussed, we are interested in talking about potential opportunities for 2023 Census and One New Zealand Warriors to collaborate. Given the timing of your first game in relation to Census Day (7 March), the synergy between some of our key target audiences, your supporter base and our inclusive messaging, we're hopeful this could align for you and your sponsors as the Warriors set out on your homecoming season.

Below are a few links to some of our campaign videos and messaging so you can see the track we've taken. The census website gives all the information about why it's important for all communities to participate in 2023 Census how information people provide is protected etc.

As I mentioned on the phone, we'd love to chat with you and your team and can either do this online or in person, weather dependent.

Latest campaign video:

<https://www.youtube.com/watch?v=3fbNXhp1mVY>

Census website:

<https://www.census.govt.nz/>

This is the official bilingual 2023 Census website. We will be developing new content right up to the census collection period. This will include information translated to 27 other languages, including New Zealand Sign Language, and accessible formats like Easy Read and audio files.

Census resources page:

<https://www.census.govt.nz/>

This is a dedicated webpage to support communities and organisations to communicate about census. We will be updating the page regularly in coming weeks, and as we get closer to Census Day on 7 March 2023, so please keep checking back to see what else is available.

Specific campaigns:

www.census.govt.nz/all-of-us-count

We have been working with communities to tell their stories about the value of data. We would love to keep sharing more stories from communities and welcome any ideas.

<https://www.census.govt.nz/your-info/>

We have been running a campaign to help address any concerns people may have about what Stats NZ does with census data and about the privacy of people's personal information.

Given the significance of this five-yearly event, I'm obviously thinking big with the ideas I mentioned on the phone – Tatau tātau emblazoned on the field; on your playing strip and the possibility of squad member attendance at some of our events which support people to complete their 2023 Census.

Thanks for the opportunity to discuss possibilities with you; I'll look forward to hearing from you.

Ngā mihi
Anthony

Anthony Clearwater

Communications Lead – Census 2023 | Arahi – whakawhitinga kōrero – Tatauranga 2023
Stats NZ | Tatauranga Aotearoa | MOB: s 9(2)(a) | stats.govt.nz

About Aotearoa, for Aotearoa

Data that improves lives today and for generations to come

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: [Anthony Clearwater](#)
To: s 9(2)(a)
Subject: Chat re further promo opportunities
Date: Tuesday, 4 April 2023 6:13:00 pm

Kia ora Glenn, I hope you're well.

Just following up the message I left today re having a chat about potential opportunities in the coming weeks. We're looking to give things a real push in the next few weeks and we have room to be involved with something sizeable if things are to align.

I've got a few ideas I'd like to run past you – any chance you're free to have a chat tomorrow?

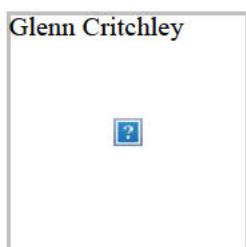
Cheers
AC

From: [Glenn Critchley](#)
To: [Anthony Clearwater](#)
Cc: [Richard Stokes](#)
Subject: RE: Warriors and Census opportunity
Date: Thursday, 6 April 2023 3:58:12 pm

Thanks Anthony, I will share this internally and come back to you with some further thoughts etc.

Unfortunately, with Easter weekend and a home game next weekend Tuesday is too tight for us but let me come back to you early next week and we can go from there.

Cheers
Glenn



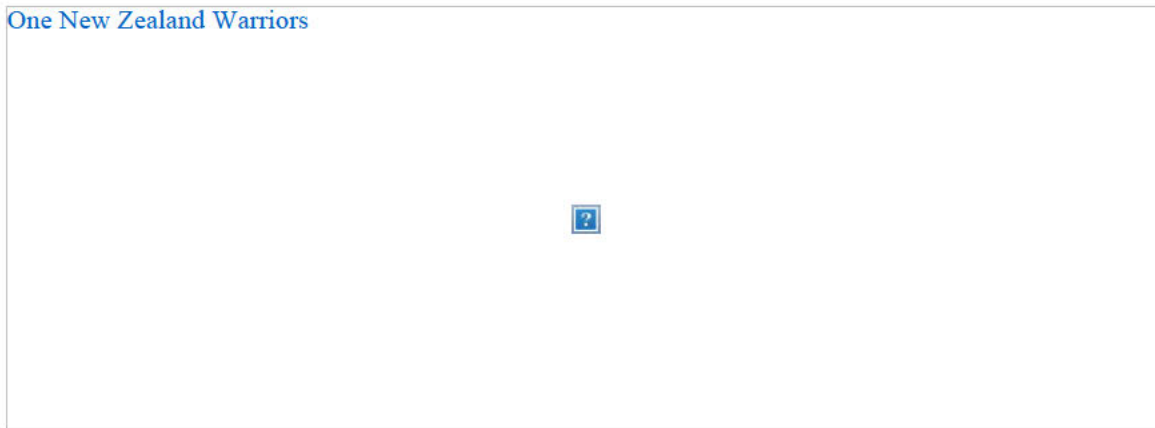
Glenn Critchley
GM Commercial & Consumer Business
s 9(2)(a)

One New Zealand Warriors

Mt Smart Stadium | 2 Beasley Ave | PO Box 12-224, Penrose, Auckland 1642, NZ
www.warriors.kiwi



[One New Zealand Warriors](#)



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Sent: Thursday, April 6, 2023 2:53 PM
To: Glenn Critchley s 9(2)(a)
Cc: Richard Stokes <richard.stokes@stats.govt.nz>
Subject: Warriors and Census opportunity

Kia ora Glenn,

Good to chat again yesterday. Thanks for being receptive to discussing opportunities to collaborate once again. Needless to say we're excited about how this could unfold. CC'd here is Richard who is the director for census Marketing and Comms – he and a few colleagues were at the opening game of the season in Wellington.

As mentioned, we are on the final push for census collections – most of New Zealand has until early May to complete their census while areas affected by Cyclone Gabrielle have until 1 June. We are proactively looking for opportunities that will raise awareness and result in people completing the census, including Māori and Pasifika communities which obviously form a big part of your supporter base.

A few ideas that spring to mind, which would obviously need refined, include:

- Open day (at Mt Smart in week leading up to Roosters game on 30 April?) – bbq/photos/autographs/prizes – complete the census and take away a ticket to the game or another home game. We'd support with set up and people to complete the census.
- Competition for people in Cyclone Gabrielle affected areas – win flights/accomm/tickets/merch to Warriors vs Roosters on 30 April (or another home game of their choice).
- Competition for a school/club to have a training with warriors players.
- Competition for home viewers to complete the census on game day and go in the draw to win something.
- Buses from outlying cities/towns – complete the census on the way and get entry to the game.
- Players with East Coast/Waikato connections to visit the regions i.e. Te Maire – some sort of event with support for people to complete the census and get a game ticket/merch.
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- League clubs event with players/tickets/kai.
- Set up event/promo in key locations such as Māngare town centre etc.
- Social campaign to complete census and get a game ticket.

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Cheers
Anthony

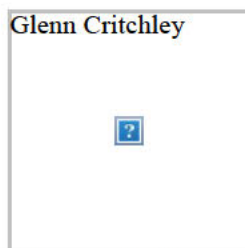
From: [Glenn Critchley](#)
To: [Anthony Clearwater](#)
Cc: [Richard Stokes](#)
Subject: RE: Warriors and Census opportunity
Date: Wednesday, 12 April 2023 10:39:45 am

Hi Anthony,

I hope you're well.

Further to the below, can you give me a call re: the below when you have a chance?

Cheers
Glenn



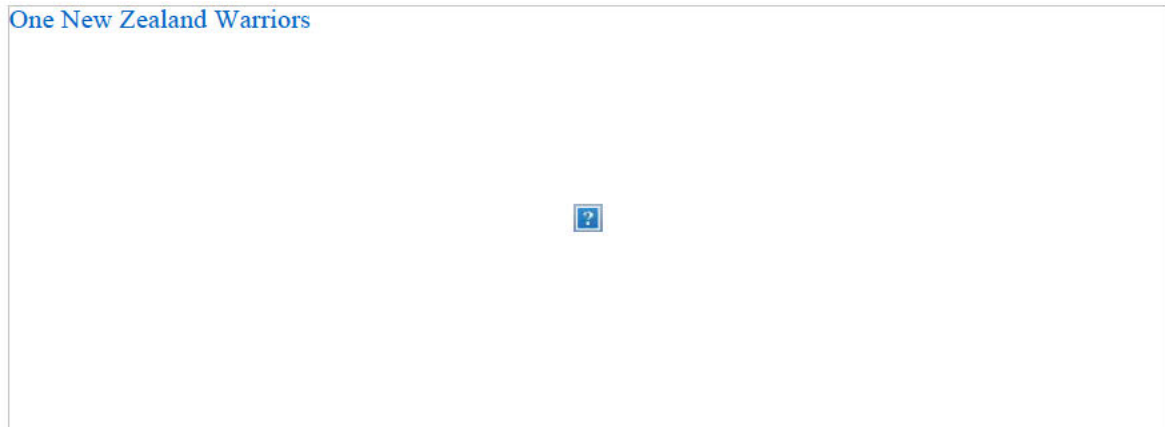
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Are you free on Tuesday to discuss further with us?

I'll look forward to hearing from you; I hope you get some of the weekend to down tools!

Cheers
Anthony

From: [Mark Sowden](#)
To: [Simon Mason](#); [Jenn Bestwick](#)
Subject: Re: Warriors and Census opportunity
Date: Monday, 17 April 2023 3:01:17 pm

I am happy yes

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From: Simon Mason <xxxxx.xxxxx@xxxxx.xxxx.xx>
Sent: Monday, April 17, 2023 2:53:09 PM
To: Mark Sowden <xxxx.xxxxx@xxxxx.xxxx.xx>; Jenn Bestwick <jenn@jennbestwick.com>
Subject: FW: Warriors and Census opportunity

Kia ora,

The marketing team have been exploring options to gather support for Census via the Warriors. According to the advice from Atawhai and other's this type of sponsorship will resonate with Māori and Pacific peoples.

Richard is seeking \$150k to provide a commitment to the Warriors and commence negotiations.

Are you comfortable supporting this to the tune of \$150k?

Simon.

From: Anthony Clearwater <[xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx](#)>
Sent: Friday, 14 April 2023 12:49 PM
To: Richard Stokes <[xxxxxxxx@xxxxx.xxxx.xx](#)>
Cc: Suzy O'Connell <Suzy.O'xxxxxx@xxxxx.xxxx.xx>
Subject: FW: Warriors and Census opportunity

Kia ora Richard – please see below – this was sent late yesterday but I didn't receive it

I've spoken with Glenn today and he said additional costs are game day activation, travel and players videos.

[@Suzy O'Connell](#) players are contracted to have 20 half days of engagement each year and this would fall under that. He said generally players involvement has a cost of between \$500-1000 per player - this would cover things like videos and engagement. Sounds like it will be easier and cheaper to keep things direct through the Warriors.

[@Richard Stokes](#) the discussion of an open day is on the table – Glenn mentioned it's about getting people there – he said one idea could be to have it around the captains run on Saturday 29 April at 10am - and we could have some activity around that i.e. bbq/support to complete census/kids entertainment/photos/autographs/spot prizes etc. This isn't costed yet but as you

can see from the costs below we could incorporate that. And we'd need to look at putting busses on to make it easy for people. Parking isn't a problem at Mt Smart for those who wanted to drive. The captains run timing would clash with Saturday morning sport so we'd have to consider that, and ensure timing allowed for people to come after.

The prize in relation to the email you sent me yesterday won't be a problem.

I also mentioned to him about F&B vouchers and that can all be added in.

For the East Coast competition we could incorporate Air Ruatoria if that happens in the next week or so.

Basically if we were to have approval for \$100-\$120k we'd have room to do anything, pivot if necessary and probably have change.

Look forward to speaking when you can.

Thanks

Anthony

From: Glenn Critchley [s 9\(2\)\(a\)](mailto:s9(2)(a)@xxxxxx.xxxxxx.xx)
Date: 13 April 2023 at 5:53:00 PM NZST
To: Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Cc: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Subject: RE: Warriors and Census opportunity

Hi Anthony,

As discussed, please see below for an 'asset' list of possible ideas/deliverables to support the brief below.

Matchday Sponsorship vs. Roosters (Value \$10,000)

Presenting sponsorship of game-day and inclusion of branding/census completion messaging in all pre-game advertising.

Activation Space @ Roosters (\$15,000 excl. cost of activation zone/ambassadors)

Dedicated zone within Entertainment Precinct with branded marquee/brand ambassadors plus roaming brand ambassadors encouraging completion of census. Completion incentives – 1000x GA tickets for Dolphins plus 10x \$100 merchandise vouchers

Digital Activation (\$15,000)

Collaboration with Joe Daymond asking 'census' questions to fans, encouraging completion at above zone and sharing via Warriors TikTok channel. 100% share of voice advertising across Warriors digital channels in week leading up to Warriors vs. Roosters

External Event Incentives (\$TBC – awaiting quote from Tandem Travel)

East Coast - Trip for four to Warriors vs. Dolphins (3rd June) incl. flights ex. Napier, transfers, two nights' accommodation, and tickets to game.

Auckland – Trip for four to Eels vs. Warriors (8th July) incl. flights ex. Auckland,

transfers, two nights' accommodation, and tickets to game.

In addition to the above, we can support any existing community activity through tickets/membership or merchandise and can scale this dependent on budget.

As previously discussed, if you let us know which of these you are keen to proceed with we can then finalise an overall package.

Happy to jump on a call tomorrow to discuss further.

Cheers
Glenn

From: Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>

Sent: Thursday, April 6, 2023 2:53 PM

To: Glenn Critchley **s 9(2)(a)**

Cc: Richard Stokes <xxxxxxxx@xxxxx.xxxx.xx>

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a game ticket/merch.

7. Potential for key player/players to be interviewed talking about the importance of the census – it's about community – align with Warriors messaging – Warriors being all about community.
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Cheers
Anthony

From: [Atawhai Tibble](#)
To: [Anthony Clearwater](#); [Richard Stokes](#); [Ru Tauri](#)
Cc: [Jasmin McQuinn](#)
Subject: Re: Warriors and Census opportunity
Date: Monday, 17 April 2023 4:07:04 pm

Sounds good, thanks!

Please add Jasmin.

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From: Anthony Clearwater <xxxxxxx.xxxxxxxx@xxxxx.xxxx.xx>
Sent: Monday, April 17, 2023 3:56:56 PM
To: Atawhai Tibble <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>; Richard Stokes <richard.xxxxxx@xxxxx.xxxx.xx>; Ru Tauri <xx.xxxxx@xxxxx.xxxx.xx>
Subject: RE: Warriors and Census opportunity

Sounds good, Atawhai – I'll put a quick catch up for tomorrow if every has time to make sure we're on the same page.

Ngā mihi
Anthony

From: Atawhai Tibble <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Sent: Monday, 17 April 2023 3:36 pm
To: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <Anthxxx.xxxxxxxx@xxxxx.xxxx.xx>; Ru Tauri <xx.xxxxx@xxxxx.xxxx.xx>
Subject: RE: Warriors and Census opportunity

Kia Ora Rich & Anthony & Ru

I am not keen on dead giveaways that do not translate into new forms.

What I am comfortable with is tickets and a call to action that convert in to forms filled.

Can we have a meeting to talk about how we convert giveaway to form filled in????

So what I envisage is:

Warriors players at Manukau Westgate Mall.

Tables and tablets on the way to where you get an autograph.

Fill in a Census form and get a ticket.

Can we do the popular shopping nights to get adults?

I am not a fan of the kids approach – cos the kids don't fill forms in.

Ngā mihi,

Atawhai Tibble (pronouns: au/ia)
Pouārahi | Director, Te Ao Māori Census 2023
Tatauranga Aotearoa | Stats NZ | stats.govt.nz

Mō Tātou me ngā Uri Whakatipu

Data that improves lives today and for generations to come

From: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Sent: Monday, April 17, 2023 3:26 PM

To: Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxx.xxxx.xx>
Cc: Atawhai Tibble <xxxxxxxx@xxxx.xxxx.xx>
Subject: RE: Warriors and Census opportunity

Good work Anthony – quick approval shows the content below is good stuff

From: Simon Mason <xxxxx.xxxxx@xxxx.xxxx.xx>
Sent: Monday, 17 April 2023 3:05 PM
To: Richard Stokes <xxxxxxxx.xxxxx@xxxx.xxxx.xx>
Cc: Atawhai Tibble <xxxxxxxx.xxxxx@xxxx.xxxx.xx>; Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxx.xxxx.xx>; Kathleen Yee <xxxxxxxx.xxx@xxxx.xxxx.xx>
Subject: RE: Warriors and Census opportunity

Kia ora Richard, you have my and Mark's approval.

Kathleen, can you please add this to the forecast.

Simon.

From: Richard Stokes <xxxxxxxx.xxxxx@xxxx.xxxx.xx>
Sent: Monday, 17 April 2023 2:46 pm
To: Simon Mason <xxxxx.xxxxx@xxxx.xxxx.xx>
Cc: Atawhai Tibble <xxxxxxxx.xxxxx@xxxx.xxxx.xx>; Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxx.xxxx.xx>
Subject: FW: Warriors and Census opportunity

Kia ora Simon and Atawhai

Below you'll see an outline of activity with the Warriors, which fits in with both the Māori response and Pacifica response initiatives.

While not finalised the proposal are good ones, with the ability to develop up an 'open day' at the Captains run on Saturday 29April.

To move on this, can I get approval for up to \$150k to contract with the Warriors (we'll then finalise it and contract properly).

This will be 'discovered' so we need to be comfortable with this spend and the reasons why we've contracted with this organisation (reach to Māori and Pacifica audiences at this point of encouraging response to the Census, and some of it is specific to **Te Ahu Kauawhi**)

Richard

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To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Subject: Fwd: Warriors and Census opportunity

Sent from my iPhone



Glenn Critchley
GM Commercial & Consumer Business
[s 9\(2\)\(a\)](#)

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[One New Zealand Warriors](#)



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Begin forwarded message:

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External Event Incentives (\$TBC – awaiting quote from Tandem Travel)

East Coast - Trip for four to Warriors vs. Dolphins (3rd June) incl. flights ex. Napier, transfers, two nights' accommodation, and tickets to game.
Auckland – Trip for four to Eels vs. Warriors (8th July) incl. flights ex. Auckland, transfers, two nights' accommodation, and tickets to game.

In addition to the above, we can support any existing community activity through tickets/membership or merchandise and can scale this dependent on budget.

As previously discussed, if you let us know which of these you are keen to proceed with we can then finalise an overall package.

Happy to jump on a call tomorrow to discuss further.

Cheers
Glenn

From: Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx >
Sent: Thursday, April 6, 2023 2:53 PM
To: Glenn Critchley s 9(2)(a)
Cc: Richard Stokes <xxxxxxxxxxxx@xxxxx.xxxx.xx>
Subject: Warriors and Census opportunity

Kia ora Glenn,

Good to chat again yesterday. Thanks for being receptive to discussing opportunities to collaborate once again. Needless to say we're excited about how this could unfold. CC'd here is Richard who is the director for census Marketing and Comms – he and a few colleagues were at the opening game of the season in Wellington.

As mentioned, we are on the final push for census collections – most of New Zealand has until early May to complete their census while areas affected by Cyclone Gabrielle have until 1 June. We are proactively looking for opportunities that will raise awareness and result in people completing the census, including Māori and Pasifika communities which obviously form a big part of your supporter base.

A few ideas that spring to mind, which would obviously need refined, include:

1. Open day (at Mt Smart in week leading up to Roosters game on 30 April?) – bbq/photos/autographs/prizes – complete the census and take away a ticket to the game or another home game. We'd support with set up and people to complete the census.
2. Competition for people in Cyclone Gabrielle affected areas – win flights/accomm/tickets/merch to Warriors vs Roosters on 30 April (or another home game of their choice).
3. Competition for a school/club to have a training with warriors players.
4. Competition for home viewers to complete the census on game day and go in the draw to win something.
5. Buses from outlying cities/towns – complete the census on the way and get entry to the game.
6. Players with East Coast/Waikato connections to visit the regions i.e. Te Maire – some sort of event with support for people to complete the census and get a game ticket/merch.
7. Potential for key player/players to be interviewed talking about the importance of the census – it's about community – align with Warriors messaging – Warriors being all about community.
8. League clubs event with players/tickets/kai.
9. Set up event/promo in key locations such as Māngare town centre etc.
10. Social campaign to complete census and get a game ticket.

Your team will obviously have some ideas about what does and doesn't work for your supporters, so we'd be grateful for a steer on that.

We do have planned events and are also aligning with existing community events where possible – here's a link to the ones in [East Coast](#) and [South Auckland](#) – these are updated as we get more info.

Are you free on Tuesday to discuss further with us?

I'll look forward to hearing from you; I hope you get some of the weekend to down tools!

Cheers
Anthony

From: [Anthony Clearwater](#)
To: [Jasmin McQuinn](#); [Lana Brown](#); [Asilika Aholelei](#)
Cc: [Amanda Vaisiqano](#)
Subject: FW: Estimate - Census NZ
Date: Thursday, 20 April 2023 1:49:42 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[EST002710.pdf](#)

Kia ora tīma – can you please advise what's in and what's out for us?

Ngā mihi
AC

From: Nat Eady [s 9\(2\)\(a\)](#)
Sent: Thursday, 20 April 2023 10:44 am
To: Roxane Merveille [s 9\(2\)\(a\)](#); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Cc: Glenn Critchley [s 9\(2\)\(a\)](#)
Subject: RE: Estimate - Census NZ

Hey Rox,

Thanks for the call just now!

Please see below the initial amendments I received from Census.

- Scratch marquee – they'll provide.
- Scratch iPad hire – they'll provide.
- Amended BA hours to the below quantity and timings.
 - (TBC pending Moana's activation approval) Moana Game (29th April) - 2 x Brand Ambassadors x 5 hours (TBC 1.30pm – 6pm) + 1 hour for pack-in/pack-out
 - Warriors Game (30th April) - 6 x Brand Ambassadors x 5 hours (1pm – 6pm) + 1 hour for pack-in/pack-out

Looping in [@Anthony Clearwater](#) from the Census's comms team. [@Anthony](#) please let Roxane know if I've missed any other amendments or additional items.

Thanks,
Nat



Nat Eady
Partnerships Manager
[s 9\(2\)\(a\)](#)

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NZ
www.warriors.kiwi



One New Zealand Warriors



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From: Roxane Merveille s 9(2)(a)

Sent: Monday, April 17, 2023 5:41 PM

To: Nat Eady s 9(2)(a)

Subject: Estimate - Census NZ

Hey Nat

See estimate attached.

I've quoted on the basics for now. Let's see if they want to go ahead first and we can have a chat with them and propose some extra ideas if needed.

The big question is the marquee. I'm waiting for a few people to confirm if they could print in time but seems like there is not enough time.

6x6m are usually on order too so the only I found available right now is white.

Cheers



Roxane Merveille

Account Director

s 9(2)(a)



12 Aitken Terrace, Auckland

www.spur.co.nz



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Date: 13 April 2023
Name: Stand at Warriors game 30th April
Client Name: Census NZ
Budget: 22,632.00
Budget #: EST002710



PO BOX 8199,
 SYMONDS ST, AUCKLAND
 12 AITKEN TERRACE
 KINGSLAND, AUCKLAND

Please note this is a cost estimate and not a quotation and may be subject to variation.
 Cost estimate and breakdown does not include GST.

	Quantity	Rate	Amount
Production	1.00	12,650.00	12,650.00
Branded marquee 6x 6m Including: Branding on valence and all 4 sides Back wall only Sand bags Freight NB: We might not be able to print in time for the 30th April Other option is plain white marquee (no black in stock atm) - \$7950			
Tables covers Stretchy fabric table covers	4.00	310.00	1,240.00
Trestle tables hire	4.00	23.00	92.00
Ipads hire 1 day hire	4.00	115.00	460.00
Staffing	54.00	45.00	2,430.00
Brand Ambassadors 6 x Brand ambassadors x 8 hours (11am-7pm) + 1hour for pack-in/pack-out			
Onsite manager Spur event manager to be onsite - Manage pack-in/ pack-out + brief staff and oversee activation.	9.00	130.00	1,170.00
Other	1.00	150.00	150.00
Admin & Insurances General admin & insurances - incl public liability & professional indemnity - does not include goods in transit			
Health & Safety TBC - depending on scope	1.00	130.00	130.00
Contingency Allowance for unknown	1.00	1,000.00	1,000.00
Management & design fees	5.00	180.00	900.00
Account Director			

Account Executive	10.00	100.00	1,000.00
Staffing Manager	1.00	120.00	120.00
Senior Designer Marquee & table cover design - incl one round of amends	6.00	180.00	1,080.00
Design Director	1.00	210.00	210.00

Total excluding GST **22,632.00**

Additional	Quantity	Rate	Amount
-------------------	-----------------	-------------	---------------

From: [Anthony Clearwater](#)
To: [Lana Brown](#); [Asiika Aholele](#); [Jasmin McQuinn](#)
Cc: [Amanda Vaisiqano](#)
Subject: FW: Estimate - Census NZ
Date: Thursday, 20 April 2023 1:53:00 pm
Attachments: [image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)

Kia ora tīma – are you able to confirm these things and respond directly to Nat?

Ngā mihi
AC

From: Roxane Merveille [s 9\(2\)\(a\)](#)
Sent: Thursday, 20 April 2023 12:23 pm
To: Nat Eady [s 9\(2\)\(a\)](#); Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Cc: Glenn Critchley [s 9\(2\)\(a\)](#)
Subject: Re: Estimate - Census NZ

Hey Nat

Thanks for the intro and feedback.

Nice to e-meet you @Anthony.

I can send you a revised estimate based on the new requirements this afternoon. Could you just confirm a few things for me to make sure I cover everything?

- Do you still need the 4x tables & tables cover?
- Would you do supply the design for the table covers or would you like us to do it?
- Do you need any extra signage? A frame/ Toblerone signs etc?
- Do you need uniforms for the staff or will you supply them?
- Do you need us to pick-up any assets from your office/elsewhere prior to the game?

NB: If we need to supply any artwork I'll need your logos, assets and brand guidelines asap please.

Thanks



Roxane Merveille

Account Director

[s 9\(2\)\(a\)](#)



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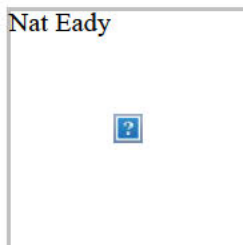
From: [Nat Eady](#)
To: [Anthony Clearwater](#); [Roxane Merveille](#)
Subject: FW: Warriors vs. Roosters - Required Activation Documents
Date: Thursday, 20 April 2023 11:04:24 am
Attachments: [Rd 9 - Warriors vs. Roosters Runsheet.pdf](#)
[Warriors - Game Day Activation Brief.docx](#)
[Auckland Stadiums - Event Risk Assessment.docx](#)

Hi Anthony,

Once you've locked in the overall activation execution with [@Roxane](#), please complete and provide the two-word documents attached.

Apologies, but I'll need these documents by EOD Monday. Please let me know if there's any issues with the deadline.

Thanks,
Nat



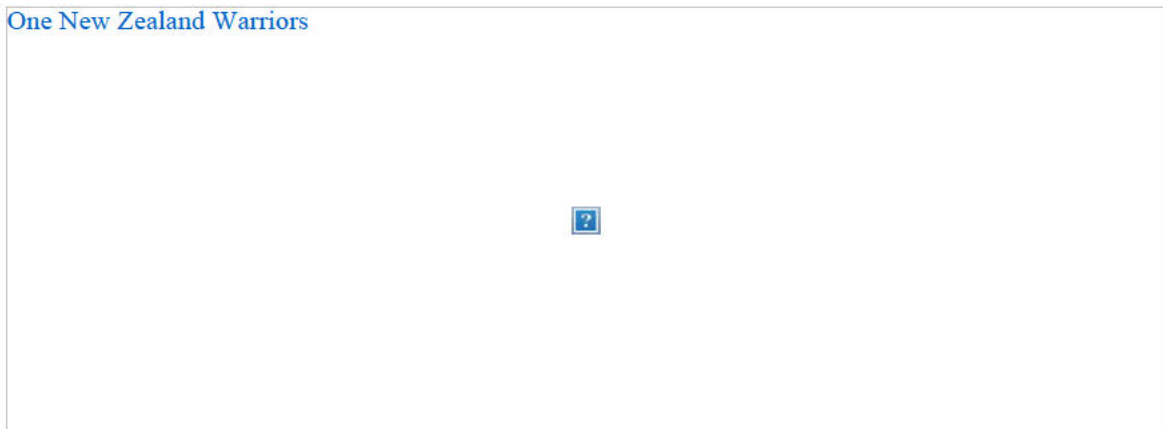
Nat Eady
Partnerships Manager
s 9(2)(a)

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From: Nat Eady

Sent: Friday, April 14, 2023 10:41 AM

To: Nat Eady s 9(2)(a)

Subject: Warriors vs. Roosters - Required Activation Documents

Morning all,

Happy Friday!

In preparation for the Warriors vs. Roosters game on Sunday, April 30, I've attached the required activation documents.

- Warriors vs. Roosters Runsheet
- Auckland Stadiums Event Risk Assessment
- Warriors Game Day Activation Brief

If you're planning to activate, please provide the completed documents by **EOD Wednesday April 19**.

Please note that any promo staff contact information can be provided on Monday week of the game (April 24).

Have a lovely day.

Cheers,

Nat

ONE NZ WARRIORS VS. ROOSTERS NRL GAME RUNSHEET

DATES:	30 April, 2023		
STADIUM ADDRESS:	Mt Smart Stadium, 2 Beasley Avenue, Penrose, Auckland 1061		

ONE NZ WARRIORS KEY CONTACT

Nat Eady	Partnerships Manager	s 9(2)(a)	
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TIME	ACTION	DETAILS	WHO
Sunday 30 April			
6.30am	Stadium Unlock		Auckland Stadiums
7.00am	Activation pack in commences	Sponsors / game day activation staff are welcome to pack in at their allocated locations Upon arrival - report to Nat Eady	Nat Eady / Activation Crew
12.15pm	Vehicle lock down	All vehicles must be driven off site or if used for activations - must be locked in position	Nat Eady / Activation Crew
12.45pm	Activation pack in finishes	All activations to be fully set up and ready to activate	Nat Eady / Activation Crew
1.15pm	Gates Open	Attendees begin entering stadium	One New Zealand Warriors
1.30pm	NSW Cup Team / Kick Off		One New Zealand Warriors
2.10pm	NSW Cup Team / Half Time		One New Zealand Warriors
3.00pm	NSW Cup Team / Full Time		One New Zealand Warriors
4.00pm	Warriors vs. Roosters / Kick Off		One New Zealand Warriors
4.40pm approx	Warriors vs. Roosters / Half Time		One New Zealand Warriors
5.45pm approx	Warriors vs. Roosters / Full Time		One New Zealand Warriors
6.00pm approx	Activation pack out begins	All sponsors/activations to begin pack outs - no vehicles onsite	Nat Eady / Activation Crew
7.00pm approx	Vehicle lock down lifted	Pack out vehicles are allowed into the stadium for pack out. Movement needs to be signed off by security / report to Nat Eady	Nat Eady / Activation Crew
Monday 1 May			
6.30am	Stadium unlock		Auckland Stadiums
8.00am	Activation pack out commences	Activation production crews are welcome to pack out during business hours on Monday Upon arrival - report to Nat Eady	Nat Eady / Activation Crew
4.00pm	Activation pack out timeframe finishes		Nat Eady / Activation Crew

From: [Anthony Clearwater](#)
To: [Sebastian Boyle](#); [Richard Stokes](#)
Cc: [Jaimi McCulloch](#); [Asilika Abokelo](#); [Lana Brown](#); [Amanda Valokano](#)
Subject: FW: F&B Voucher Example
Date: Friday, 21 April 2023 11:01:40 AM
Attachments: [Image-1.jpg](#)
Importance: High

Kia ora tīma – The Warriors are working to get us tickets for the Roosters game today so we can use at ACE events over the weekend. Also the fastest way for the F&B component is for us to mock it up ourselves – they are happy for us to print 2000 at the value of \$25. 1 Voucher to be given with each game ticket.

Do we have someone who can mock that up Seb? To provide the Warriors for approval today so Asilika can print in Auckland?

@Richard Stokes would we make it brand free?

Brandfree details would be

Food and drink voucher
\$25 ONLY

One New Zealand Warriors vs Roosters – 30 April 2023

Where T&C s say not redeemable for cash can we please add no change given. Rest of details the same except the value of \$25 and date is 30 April.

If we including our brand we can do it in our colours and put our logo and our name in place Ports of Auckland.

Ngā mihi
AC

From: Glenn Critchley [s 9\(2\)\(a\)](#)
Sent: Friday, 21 April 2023 10:35 am
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Subject: F&B Voucher Example

Image-1.jpg



Sent from my iPhone



Glenn Critchley
GM Commercial & Consumer Business
[s 9\(2\)\(a\)](#)

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www.warriors.kiwi



One New Zealand Warriors



From: [Asilika Aholelei](#)
To: [Anthony Clearwater](#); [Lana Brown](#); [Mel Branch](#)
Cc: [Amanda Vaisigano](#); [Jasmin McQuinn](#)
Subject: RE: Estimate - Census NZ
Date: Friday, 21 April 2023 4:05:30 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Hi Roxanne,

- Do you still need the 4x tables & tables cover? **Yes we require 4 tables. 1 table at each location with chairs (8x chairs)**
- Would you do supply the design for the table covers or would you like us to do it? **Not sure what this is but would be good to have this provided for us**
- Do you need any extra signage? A frame/ Toblerone signs etc? **We have Census frames that we can bring to the event**
- Do you need uniforms for the staff or will you supply them? **We have a census uniform and t-shirts that we can provide for our census staff**
- Do you need us to pick-up any assets from your office/elsewhere prior to the game? **We will come with our merch – if you can provide Warriors, that would be awesome**

NB: If we need to supply any artwork I'll need your logos, assets and brand guidelines asap please.
I have cc'd [@Mel Branch](#) who can provide the logos and brand guidelines :)

[@Lana Brown](#) have I missed anything out?

Malo,
'Asilika

From: Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Sent: Friday, 21 April 2023 3:56 pm
To: Asilika Aholelei <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Cc: Lana Brown <xxxx.xxxxx@xxxx.xxxx.xx>; Amanda Vaisigano <Amanda.Vaisigaxx@xxxxx.xxxx.xx>; Jasmin McQuinn <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Subject: RE: Estimate - Census NZ

Kia ora Asilika – are you able to respond to Roxane?

Thanks
AC

From: Roxane Merveille **s 9(2)(a)**
Sent: Friday, 21 April 2023 2:28 pm
To: Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx_>; Nat Eady **s 9(2)(a)**
Cc: Glenn Critchley **s 9(2)(a)**; Lana Brown <xxxx.xxxxx@xxxxx.xxxx.xx_>; Amanda Vaisigano <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx_>; Jasmin McQuinn <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx_>
Subject: Re: Estimate - Census NZ

Hi Anthony

Just checking if you have answers to the below.
We really need to get moving on this one if we want to be live next weekend.

Thanks

Roxane Merveille
Account Director
s 9(2)(a)



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www.spur.co.nz



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Date: Thursday, 20 April 2023 at 2:59 PM

To: Roxane Merveille [s 9\(2\)\(a\)](#), Nat Eady [s 9\(2\)\(a\)](#)

Cc: Glenn Critchley [s 9\(2\)\(a\)](#), Lana Brown <lane.brown@stats.govt.nz>, Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>, Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>

Subject: Re: Estimate - Census NZ

Kia ora guys

Just confirming we've received and will be back in touch tomorrow morning.

Ngā mihi
AC

From: Roxane Merveille [s 9\(2\)\(a\)](#)

Sent: Thursday, 20 April 2023, 12:23 pm

To: Nat Eady [s 9\(2\)\(a\)](#); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Cc: Glenn Critchley [s 9\(2\)\(a\)](#)

Subject: Re: Estimate - Census NZ

Hey Nat

Thanks for the intro and feedback.

Nice to e-meet you @Anthony.

I can send you a revised estimate based on the new requirements this afternoon. Could you just confirm a few things for me to make sure I cover everything?

- Do you still need the 4x tables & tables cover?
- Would you do supply the design for the table covers or would you like us to do it?
- Do you need any extra signage? A frame/ Toblerone signs etc?
- Do you need uniforms for the staff or will you supply them?
- Do you need us to pick-up any assets from your office/elsewhere prior to the game?

NB: If we need to supply any artwork I'll need your logos, assets and brand guidelines asap please.

Thanks

From: [Anthony Clearwater](#)
To: [Asilika Aholelei](#); [Jasmin McQuinn](#); [Lana Brown](#)
Cc: [Amanda Vaisigano](#)
Subject: RE: Estimate - Census NZ
Date: Friday, 21 April 2023 9:10:00 am
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Mōrena – I understand we can definitely arrange tickets...

From: Asilika Aholelei <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>
Sent: Thursday, 20 April 2023 7:00 pm
To: Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Jasmin McQuinn <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Lana Brown <xxxx.xxxxx@xxxxx.xxxx.xx>
Cc: Amanda Vaisigano <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>
Subject: Re: Estimate - Census NZ

One more question - have we got tickets for upcoming ACE this weekend with rugby league clubs?

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From: Asilika Aholelei
Sent: Thursday, April 20, 2023 3:56:36 PM
To: Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Jasmin McQuinn <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Lana Brown <xxxx.xxxxx@xxxxx.xxxx.xx>
Cc: Amanda Vaisigano <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>
Subject: RE: Estimate - Census NZ

Thanks Anthony

A couple of questions from me

1. Staffing: do we require their staff in the activation tent?
2. Do we have only 1 activation tent?
3. Are they offering any merch?

'Asilika

From: [Anthony Clearwater](#)
To: [Nat Eady](#); [Glenn Critchley](#)
Cc: [Lana Brown](#); [Asilika Aholelei](#); [Jasmin McQuinn](#); [Amanda Vaisigano](#); [Sebastian Boyle](#)
Subject: Tickets and F&B
Date: Friday, 21 April 2023 10:13:53 am

Kia ora GC and Nat,

While we're confirming what things look like in terms of activation and presence next Saturday and Sunday, we'd like to request the following for your agreement as soon as possible today:

- 2000 tickets and F&B vouchers – (combined cost to us of \$40 to use as a package) for us to use at our events including across league clubs from tomorrow Saturday 22 April
- Agreement to promote the events on your social media from this afternoon (working on the basis we post and you share but this TBC) This to include details of the events/incentive and entry into draw for trip to Aussie game)
- Possibility of signed jerseys

[@Nat Eady](#) I'll chat with the team re the info you require to progress game day activations for both Moana Pasifika and Warriors and they will respond directly.

Ngā mihi
AC

From: [Lana Brown](#)
To: [Anthony Clearwater](#); [Jasmin McQuinn](#)
Cc: [Amanda Vaisigano](#); [Asilika Aholelei](#)
Subject: RE: Contact for game day activations
Date: Monday, 24 April 2023 1:10:43 pm

Hi Anthony,

Just finished another meeting, but here are the things we need to confirm and I have spoken to Asilika as well:

I have responded to Roxane from Spur with what we need for activation, Asilika had provided that originally but we have added the marques for each activation spot.

Match game Sponsors – As discussed in our last meeting together, we can activate the call to action, which means we need to provide the PA with key points and also he will do the call to action instructions, eg. If you havent filled in your census, you still have time, pop down to the (4 locations) and mention the prizes and draws to win trip to aussie etc. *Anthony can you sort that out*, as Nat prefers she gets all the digital stuff for the TV today as tomorrow no one is working and she can sort it all out on Wednesday)

Health and Safety document – Asilika will have this to her on Wednesday as part of our event planning for Sunday.

Any other documents you may have Anthony that needs to be completed please let me know. But that's all from us for now.

Also we still have an ongoing tally of tickets sold, and probably over 300 to 500 given out... but this is still increasing by the minute! We have more events and engagements where we are utilising these incentives!

Thanks Team

Ngā mihi,

Lana Brown (pronouns: she/her/hers/ia)

Regional Manager (Auckland South) - Field Operations - 2023 Census

Kaiwhakahaere ā-Rohe - Ngā Whakahaere Ā-Waho - Tauranga 2023

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Data that improves lives today and for generations to come

From: Anthony Clearwater <xxxxxx.xxxxxxxx@xxxx.xxx.xx>
Sent: Monday, 24 April 2023 12:14 pm
To: Lana Brown <xxx.xxxx@xxxx.xxx.xx>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>
Cc: Amanda Vaisigano <xxxxxx.xxxxxxxx@xxxx.xxx.xx>
Subject: RE: Contact for game day activations

Sweet – do you have any visibility about how many forms were completed for tickets at the weekend?

From: Lana Brown <xxx.xxxx@xxxx.xxx.xx >
Sent: Monday, 24 April 2023 11:59 am
To: Anthony Clearwater <xxxxxx.xxxxxxxx@xxxx.xxx.xx >; Jasmin McQuinn <xxxxxx.xxxxxxxx@xxxx.xxx.xx >
Cc: Amanda Vaisigano <xxxxxx.xxxxxxxx@xxxx.xxx.xx >
Subject: RE: Contact for game day activations

On the call now with nat now

From: Anthony Clearwater <xxxxxx.xxxxxxxx@xxxx.xxx.xx >
Sent: Monday, 24 April 2023 11:56 am

To: Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>
Cc: Lana Brown <Lana.Brown@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: Contact for game day activations

Kia ora Jas – with Asilika on leave today I have given Lana’s details to Nat however are you in a position to coordinate/support things if Lana is not able to ?

From: Nat Eady s 9(2)(a)
Sent: Monday, 24 April 2023 10:26 am
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>
Cc: Glenn Critchley s 9(2)(a); Lana Brown <Lana.Brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: Contact for game day activations

Morning Team,

Thanks for the intro @Anthony!

@Asilika are you available today to jump on a call for a quick update?

Thanks,
Nat



Nat Eady
Partnerships Manager
s 9(2)(a)

One New Zealand Warriors
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www.warriors.kiwi



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Sent: Friday, April 21, 2023 1:12 PM

To: Nat Eady [s 9\(2\)\(a\)](#); Asilika Aholelei <[xxxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>

Cc: Glenn Critchley [s 9\(2\)\(a\)](#); Glenn Harris [s 9\(2\)\(a\)](#); Lana Brown <[xxxx.xxxx@xxxx.xxxx.xx](#)>; Jasmin McQuinn <[xxxxxx.xxxxxxx@xxxxx.xxxx.xx](#)>; Amanda Vaisigano <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>

Subject: Contact for game day activations

Kia ora Nat,

Great to speak earlier – just connecting you with Asilika here who is the main point of contact re details for activations and can help you confirm everything you need to know quicker than me. Everyone else FYI!

[@Asilika Aholelei](#) confirming that Nat and I have spoken about a presence in four areas and that is manageable in principle.

Ngā mihi
Anthony

From: Richard Stokes
To: Suey O'Connell
Subject: FW: FOR YOUR APPROVAL: F&B Voucher Example
Date: Thursday 27 April 2023 10:24:00 AM
Attachments: image001.jpg

From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Sent: Friday 21 April 2023 4 48 PM
To: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Richard Stokes <richard.stokes@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: FOR YOUR APPROVAL F&B Voucher Example
Awesome team – thanks. All good for you to send to Warriors now @Amanda Vaisigano... phew!

From: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>
Sent: Friday 21 April 2023 4 47 pm
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Richard Stokes <richard.stokes@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: FOR YOUR APPROVAL F&B Voucher Example
Sure here it is updated in the most recent copy.

Warriors post
We want to see all our Warriors whānau counted in the 2023 Census. Head along to one of these events be counted and we'll save you a free seat to the Sydney Roosters game on Sunday 30 April at Mt Smart along with a food and beverage voucher to enjoy on the night. If you've already done the census bring a friend who hasn't we'll give both of you seats and a food and beverage voucher. (Limited to 2000 tickets and 2000 food and beverage vouchers across these events.) #TatauTātou #AllOfUsCount

From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Sent: Friday 21 April 2023 4 41 PM
To: Richard Stokes <richard.stokes@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>
Subject: RE: FOR YOUR APPROVAL F&B Voucher Example
Importance: High

Kia ora tīma
Just spoke with Richard – can we please add in the following to the Warriors copy
Limited to 2000 tickets and F&B vouchers across these events.
Cheers

AC

From: Richard Stokes <richard.stokes@stats.govt.nz>
Sent: Friday 21 April 2023 4 32 pm
To: Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Cc: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>
Subject: RE: FOR YOUR APPROVAL F&B Voucher Example

Kia ora Amanda
Approved on the basis that NZ Warriors have given their approval too
Richard

From: Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Sent: Friday 21 April 2023 4 06 PM
To: Richard Stokes <richard.stokes@stats.govt.nz>
Cc: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Subject: FW: FOR YOUR APPROVAL F&B Voucher Example

Kia ora Richard
Proposed F&B voucher for your sign off please.
Cheers
Amanda Vaisigano

Senior Advisor Communications – 2023 Census | Kaitohutohu Matua Whakawhitihiti – Tauranga 2023
Stats NZ | Tauranga Aotearoa | stats.govt.nz | [s 9\(2\)\(a\)](https://www.stats.govt.nz)

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From: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>
Sent: Friday 21 April 2023 4 01 pm
To: Glenn Harris <[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)>; Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Glenn Critchley <[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)>
Cc: Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>; Lana Brown <Lana.brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: FOR YOUR APPROVAL F&B Voucher Example

Revised layout attached with header changed to "One New Zealand Warriors" and "Roosters" changed to "Sydney Roosters".
Ngā mihi
Seb

From: Glenn Harris <[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)>
Sent: Friday 21 April 2023 3 58 PM
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Glenn Critchley <[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>; Lana Brown <Lana.brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: FOR YOUR APPROVAL F&B Voucher Example

Perfect, thanks mate.
GH



Glenn Harris
GM Marketing and Business Development
[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)
One New Zealand Warriors
Mt Smart Stadium | 2 Beasley Ave | PO Box 12-224, Penrose, Auckland 1642, NZ
www.warriors.kiwi



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Sent: Friday April 21 2023 3 57 PM
To: Glenn Harris <[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)>; Glenn Critchley <[s 9\(2\)\(a\)](mailto:s 9(2)(a)@stats.govt.nz)>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>; Lana Brown <Lana.brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>

Subject: RE FOR YOUR APPROVAL F&B Voucher Example
Thanks Glenn – appreciate that. We'll do that and send the final through.
We will also stamp/sticker the vouchers to minimise the chance of them being copied.
Cheers
AC

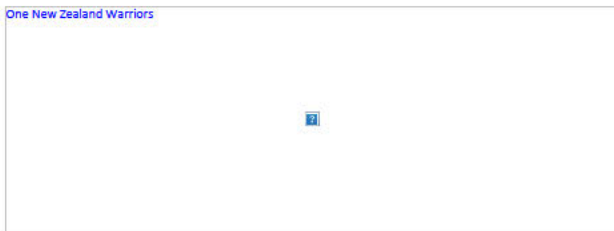
From: Glenn Harris [s.9\(2\)\(a\)](#)
Sent: Friday 21 April 2023 3:54 pm
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Glenn Critchley [s.9\(2\)\(a\)](#)
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>; Lana Brown <iana.brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE FOR YOUR APPROVAL F&B Voucher Example

Hi Anthony
Thanks for your email.
Couple of amendments to the proposed artwork please
1. Change the header to read "One New Zealand Warriors"
2. Change "Roosters" to "Sydney Roosters"
Many thanks
GH



Glenn Harris
GM Marketing and Business Development
[s.9\(2\)\(a\)](#)

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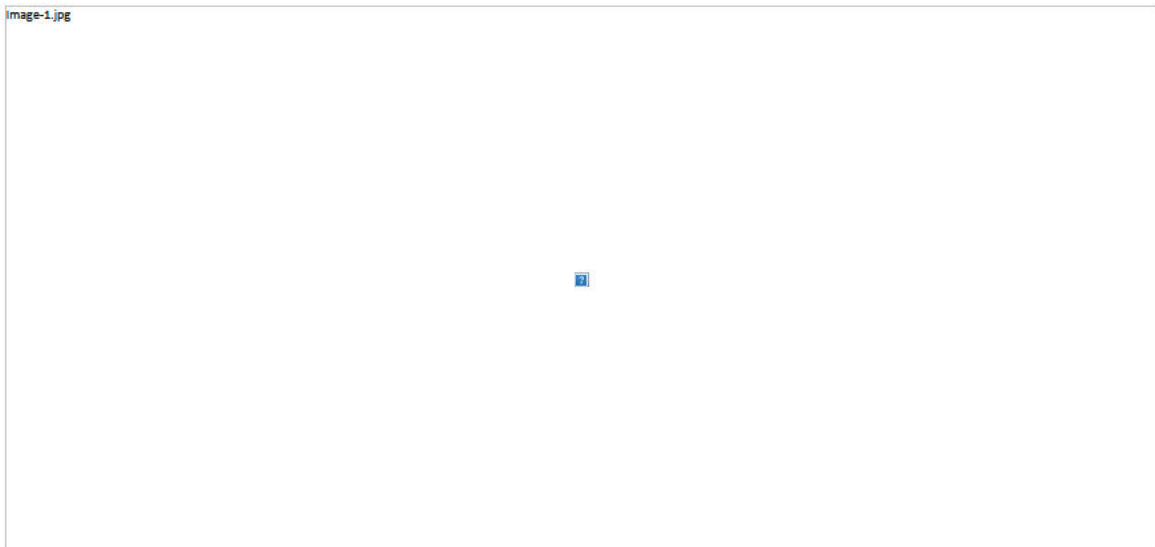


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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Sent: Friday 21 April 2023 12:52 PM
To: Glenn Critchley [s.9\(2\)\(a\)](#); Glenn Harris [s.9\(2\)\(a\)](#)
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>; Lana Brown <iana.brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: FOR YOUR APPROVAL F&B Voucher Example

Kia ora GC/GH
Please see attached our F&B voucher mock up for your approval.
We've purposely kept it unbranded. They'll be individually numbered 1-2000.
Once you've given the green light we'll arrange for printing – there will be one voucher per ticket provided.
Thanks for your efforts to get the match tickets sorted at such short notice as well...
Ngā mihi
AC

From: Glenn Critchley [s.9\(2\)\(a\)](#)
Sent: Friday 21 April 2023 10:35 am
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Subject: F&B Voucher Example



Sent from my iPhone

Glenn Critchley
GM Commercial & Consumer Business
[s.9\(2\)\(a\)](#)



Glenn Critchley

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www.warriors.kiwi



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From: [Lana Brown](#)
To: [Mel Branch](#); [Glenn Critchley](#); [Roxane Merveille](#); [Anthony Clearwater](#); [Nat Eady](#)
Cc: [Amanda Vaisigano](#); [Jasmin McQuinn](#); [Casey Mew](#)
Subject: Re: Census / Warriors Big Screen Content
Date: Friday, 28 April 2023 4:23:26 PM
Attachments: [image007.jpg](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)

Hey Glen,

We just picking up the Moana Pasifika accreditation tickets in Penrose, then we can make our way to 2 Beasley
avenu
Call me on **s 9(2)(a)** if need be.

Thanks

Get [Outlook for Android](#)

From: Mel Branch <Mel.Branch@stats.govt.nz>
Sent: Friday, 28 April 2023, 4:12 pm
To: Glenn Critchley **s 9(2)(a)**; Roxane Merveille **s 9(2)(a)**; Anthony Clearwater
<Anthony.Clearwater@stats.govt.nz>; Nat Eady **s 9(2)(a)**; Lana Brown <lane.brown@stats.govt.nz>
Cc: Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>;
Casey Mew **s 9(2)(a)**
Subject: RE: Census / Warriors Big Screen Content

Hi Anthony/Lana – can you answers Glenn’s questions below please?

From: Glenn Critchley **s 9(2)(a)**
Sent: Rāmere, 28 Paengawhāwhā, 2023 4:10 p.m.
To: Mel Branch <Mel.Branch@stats.govt.nz>; Roxane Merveille **s 9(2)(a)**; Anthony Clearwater
<Anthony.Clearwater@stats.govt.nz>; Nat Eady **s 9(2)(a)**; Lana Brown <lane.brown@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin
McQuinn <Jasmin.McQuinn@stats.govt.nz>; Casey Mew **s 9(2)(a)**
Subject: RE: Census / Warriors Big Screen Content

Hi Mel,

Yes, all good from my side.

I've just caught up with Roxanne re: SPUR accreditation – will someone from Stats NZ collect your
accreditation/carparking today or will this be on Sunday morning?

Cheers
Glenn



Glenn Critchley

GM Commercial & Consumer Business
s 9(2)(a)

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One New Zealand Warriors



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From: Mel Branch <Mel.Branch@stats.govt.nz>

Sent: Friday, April 28, 2023 3:42 PM

To: Glenn Critchley [s 9\(2\)\(a\)](#); Roxane Merveille [s 9\(2\)\(a\)](#); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Nat Eady [s 9\(2\)\(a\)](#); Lana Brown <lane.brown@stats.govt.nz>

Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Casey Mew [s 9\(2\)\(a\)](#)

Subject: RE: Census / Warriors Big Screen Content

Hey Glenn – were you okay with that static banner I sent with your logo on it?

Attached again.

Mel

From: Glenn Critchley [s 9\(2\)\(a\)](#)

Sent: Rāmere, 28 Paengawhāwhā, 2023 1:27 p.m.

To: Roxane Merveille [s 9\(2\)\(a\)](#); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Nat Eady [s 9\(2\)\(a\)](#); Lana Brown <lane.brown@stats.govt.nz>

Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Casey Mew [s 9\(2\)\(a\)](#)

Subject: RE: Census / Warriors Big Screen Content

Importance: High

Hi Roxane,

I have accreditation and carparks ready – would someone be able to collect this afternoon?

Glenn Critchley

GM Commercial & Consumer Business

[s 9\(2\)\(a\)](#)



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www.warriors.kiwi



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|

From: Roxane Merveille [s 9\(2\)\(a\)](#)
Sent: Friday, April 28, 2023 10:38 AM
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Nat Eady [s 9\(2\)\(a\)](#); Lana Brown <lane.brown@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Glenn Critchley [s 9\(2\)\(a\)](#); Casey Mew [s 9\(2\)\(a\)](#)
Subject: Re: Census / Warriors Big Screen Content

Hi Nat & Glenn

Here is the doc completed.
How does it work for accreditations? Do you need a full list of staff and car rego?

Thanks



Roxane Merveille
Account Director
[s 9\(2\)\(a\)](#)



12 Aitken Terrace, Auckland
www.spur.co.nz



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Date: Friday, 28 April 2023 at 10:17 AM
To: Roxane Merveille [s 9\(2\)\(a\)](#), Nat Eady [s 9\(2\)\(a\)](#), Lana Brown <lane.brown@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>, Mel Branch <Mel.Branch@stats.govt.nz>, Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>, Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>, Glenn Critchley [s 9\(2\)\(a\)](#), Casey Mew [s 9\(2\)\(a\)](#)
Subject: RE: Census / Warriors Big Screen Content

Morena Roxane

[@Lana Brown](#) do you have kit for these people to wear?

Thanks
AC

From: Roxane Merveille [s 9\(2\)\(a\)](#)
Sent: Friday, 28 April 2023 9:13 am
To: Nat Eady [s 9\(2\)\(a\)](#); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Lana Brown <lane.brown@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Glenn Critchley [s 9\(2\)\(a\)](#); Casey Mew [s 9\(2\)\(a\)](#)
Subject: Re: Census / Warriors Big Screen Content

Good morning Anthony

Do you have any uniforms for the 4 x Brand Ambassadors that will work on Sunday? Or should they just wear black?

Thanks



Roxane Merveille
Account Director
[s 9\(2\)\(a\)](#)



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From: Roxane Merveille [s 9\(2\)\(a\)](#)

Date: Thursday, 27 April 2023 at 9:06 AM

To: Nat Eady **s 9(2)(a)**, Anthony Clearwater <xxxxxx.xxxxxxxxxx@xxxxx.xxx.xx >

Cc: Sebastian Boyle <xxxxxxxx.xxxxx@xxxxx.xxx.xx >, Mel Branch <xxx.xxxxxx@xxxxx.xxx.xx >, Amanda Vaisigano <xxxxxxxx.xxxxxxxxx@xxxxx.xxx.xx >, Lana Brown <xxxx.xxxxxx@xxxxx.xxx.xx >, Jasmin McQuinn <xxxxxxxx.xxxxxxxxx@xxxxx.xxx.xx >, Glenn Critchley **s 9(2)(a)**, Casey Mew **s 9(2)(a)**

Subject: Re: Census / Warriors Big Screen Content

Hi Anthony

Please find attached the revised budget. I have allowed for pack-in and pack-out of one marquee on the Saturday because we won't be able to leave the marquee overnight in case it gets windy.

I haven't allowed for an onsite manager on the Sunday, assuming your team will be able to brief and manage the brand ambassadors but if you prefer we can have someone supervising them.

I have put an allowance for signage but it might be too late to send to print today unless we get it before 12pm.

Please let me know if you need anything else.

Thanks



Roxane Merveille
Account Director
s 9(2)(a)



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From: Nat Eady **s 9(2)(a)**

Date: Wednesday, 26 April 2023 at 1:28 PM

To: Anthony Clearwater <xxxxxxxx.xxxxxxxxxx@xxxxx.xxx.xx >

Cc: Sebastian Boyle <xxxxxxxx.xxxxx@xxxxx.xxx.xx >, Mel Branch <xxx.xxxxxx@xxxxx.xxx.xx >, Amanda Vaisigano <xxxxxxxx.xxxxxxxxx@xxxxx.xxx.xx >, Lana Brown <xxxx.xxxxxx@xxxxx.xxx.xx >, Roxane Merveille **s 9(2)(a)**, Jasmin McQuinn <xxxxxxxx.xxxxxxxxx@xxxxx.xxx.xx >, Glenn Critchley **s 9(2)(a)**

Subject: RE: Census / Warriors Big Screen Content

Hi Anthony,

Thanks for the update! I'll wait to hear from you.

Cheers,
Nat



Nat Eady
Partnerships Manager
s 9(2)(a)

One New Zealand Warriors

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NZ
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|

From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Sent: Wednesday, April 26, 2023 11:01 AM

To: Nat Eady s 9(2)(a)

Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Lana Brown <lana.brown@stats.govt.nz>; Roxane Merveille

s 9(2)(a); Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Glenn Critchley s 9(2)(a)

Subject: RE: Census / Warriors Big Screen Content

Thanks Nat – we're just covering off a couple of things re video licensing and will be back in touch asap.

We're also working on:

- Static screen/info
- MC Notes
- H&S/Event plans

One of my colleagues will liaise directly with you regarding the big screen content and Amanda/I will be in touch with the MC notes.

Lana and the team are working on the H&S and event plan and will send through asap.

We'll also let you know what the idea is for signs.

Ngā mihi
Anthony

From: Nat Eady [s 9\(2\)\(a\)](#)
Sent: Wednesday, 26 April 2023 10:45 am
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>
Subject: Census / Warriors Big Screen Content

Hi Anthony,

As discussed, please provide your 2x video content in the correct stadium specs (see specs below).

Mt Smart Stadium Big Screen

- Video Big Screen Specs
 - 1920x1080p, 50fps, H.264 codec, .mp4 file types, Data rate should be approx 20mb/s.
- Static Big Screen Specs
 - 1920 by 1080, transparent png if needed for frames

We'll aim to play the 15 sec content alongside other sponsor big screen content, then we'll aim to play the 45 sec content during halftime. Regarding PA announcement / MC notes, our PA reads to be max 30 secs in length. We'll hand this to Mark and use it as an additional CTA, simultaneously whilst the static TVC is running.

Cheers,
Nat



Nat Eady
Partnerships Manager
[s 9\(2\)\(a\)](#)

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NZ
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Date: 24 April 2023
Name: Stand at Warriors games
Client Name: Census NZ
Budget: 6,954.00
Budget #: EST002737



PO BOX 8199,
 SYMONDS ST, AUCKLAND
 12 AITKEN TERRACE
 KINGSLAND, AUCKLAND

Please note this is a cost estimate and not a quotation and may be subject to variation.
 Cost estimate and breakdown does not include GST.

	Quantity	Rate	Amount
Production	1.00	1,200.00	1,200.00
Marquee hire Actual Cost Including: x4 Marquees (2 x white & 2 x black) Back wall only Marquee Weights + Tie Down Guy Ropes Freight			
Tables covers Black cloth	4.00	30.00	120.00
Trestle tables hire 2.4m Tables	4.00	25.00	100.00
Chairs hire Basic foldable black chairs	8.00	8.00	64.00
Staffing	32.00	45.00	1,440.00
Brand Ambassadors - Warriors game 4 x Brand ambassadors x 8 hours (11am-7pm)			
Brand Ambassadors - Moana Game For pack-in only & pack-out only (2 x staff x 2 hours in the morning + 2 hours in the afternoon)	8.00	45.00	360.00
Onsite manager Spur event manager to be onsite for pack-in only. Census NZ to brief staff and supervise them during the activation.	3.00	130.00	390.00
Other	1.00	150.00	150.00
Admin & Insurances General admin & insurances - incl public liability & professional indemnity - does not include goods in transit			
Health & Safety Supply H&S plan	1.00	130.00	130.00
Contingency Allowance for signs printing	1.00	800.00	800.00
Management & design fees	6.00	180.00	1,080.00
Account Director			

Account Executive	10.00	100.00	1,000.00
Staffing Manager	1.00	120.00	120.00
Total excluding GST			6,954.00



PRODUCTION ESTIMATE

Client: Statistics New Zealand **Date:** 27/04/2023
Product: General **Duration:**
Job Description: What and Why Production **Prepared By:**
Job Number: STA0120 **Purchase Order:**
Revision: STA0120 3

Description	Cost
-------------	------

These estimated costs are an indication only and are subject to agreement negotiations, pending talent are happy to feature again at the indicated fee

One off stadium use for Census 45" edit on Sunday 30th

Covers:
All talent in 45" edit
Music fees
Voiceover fees

PRODUCTION DEPARTMENT

Senior Producer - Post Production	\$600.00
Total PRODUCTION DEPARTMENT	<hr/> \$600.00

TALENT

Lead Talent	\$13,937.50
Total TALENT	<hr/> \$13,937.50

MUSIC & AUDIO

VO Artist Fee	\$451.58
Music License-Publishing	\$278.75
Total MUSIC & AUDIO	<hr/> \$730.33

Total Amount Excluding GST	<hr/> <hr/> \$15,267.83
-----------------------------------	-------------------------



PRODUCTION ESTIMATE

This estimate allows for two sets of revisions, **subsequent revisions will be charged at the agreed hourly rates**. Where major changes are required the agency may need to re-estimate. Where the actual costs of the outsourced materials and services exceed 10% more than the quote(s) obtained by us, we will seek your prior approval to ensure payment.

Payment of the invoice is due **20** days from EOM. A signed estimate will be considered binding to these terms. Email queries to: finance.admin@vmlyr.com

Client Approval _____

Date _____

VMLY&R Limited.

Private Bag 93 234, Parnell, Auckland 1151, New Zealand
Level 2, 36 Lorne Street, CBD, Auckland 1010, New Zealand
Hope Gibbons Building, Level 5, 7-11 Dixon Street, Wellington 6011, New Zealand

From: [Mel Branch](#)
To: [Richard Stokes](#)
Cc: [Suzy O'Connell](#)
Subject: FW: Warriors assets - Talent licence estimate for approval
Date: Thursday, 27 April 2023 1:11:00 PM
Attachments: [image001.gif](#)
[Estimate number STA0120_3\[2\]\[87\].pdf](#)

Hi Richard

Agency needs approval of the estimate attached (see their email below also). I need this approved too so I can confirm with Warriors that they can play the ads.

This estimate is for the 45 second only, the 15 sec is still as per their estimate the other day ie. \$ **Ballpark for the 15" B edit is: \$4,782.31** I've just not received the formal estimate for that yet.

Callum has also said this when I said the fee seemed high:

It is quite a high cost as there's a lot of talent, and stadium usage can get quite expensive. This might get negotiated down further from Tutu films, we can arrange for a refund of any additional spend if so.

It has the standard markup applied as part of the AOG agreement.

We also need to send the 15" estimate as this only covers the 45" video. In my earlier email, I did give the benchmark costs (attached for you).

Thanks

Mel

From: Jiana Benham **s 9(2)(a)**
Sent: Rāpare, 27 Paengawhāwhā, 2023 11:58 a.m.
To: Suzy O'Connell <Suzy.O'@xx>; Mel Branch <Mel.Branch@stats.govt.nz>; Doyle, Callum **s 9(2)(a)**
Subject: Re: Warriors assets - Talent licence estimate for approval

Kia ora,

Further to the discussions you have had with Callum about licensing for the 45" edit for the Warriors game, we now have an estimate attached for the talent, music and voiceover.

Based on the urgency of this request the estimated costs are an indication only and are subject to agreement negotiations, pending talent are happy to feature again at the indicated fee.

Please let us know if you have any questions, or approve the attached estimate with the following: *I approve estimate STA0120 3 for \$15,267.83.*

Cheers,

Jiana



Jiana Benham

VMLY&R | Senior Account Director

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>

Date: Tuesday, 25 April 2023 at 4:01 PM

To: Mel Branch <Mel.Branch@stats.govt.nz>, Doyle, Callum s 9(2)(a)

Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>, Anthony Clearwater

<Anthony.Clearwater@stats.govt.nz>, Fleur Head s 9(2)(a), Jiana Benham

s 9(2)(a)

Subject: RE: Warriors assets

Thanks Mel

Definitely use the Why if we can get licensing costs fast enough – definitely

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tauranga

Stats NZ Tauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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[Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: Mel Branch <Mel.Branch@stats.govt.nz>

Sent: Monday, 24 April 2023 6:55 pm

To: Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>; Callum Doyle s 9(2)(a)

s 9(2)(a)

Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Anthony Clearwater

<@xx>; Fleur Head s 9(2)(a)

s 9(2)(a); Jiana Benham s 9(2)(a)

Subject: Warriors assets

Importance: High

Hey Suzy

I met with Ants and Seb earlier this afternoon about Warriors and the coming game this Sunday 30th.

We need to provide a video and static image to the Warriors marketing team on Wednesday asap.

Requirements:

- Pre-game static call to action (1920 x 1080) and MC notes (Seb and Ants are working on the MC notes)
- 30-40 sec, half time video (1920 x 1080), immediately followed by Static image and call to action MC notes (Seb and Ants are working on the MC notes)

Seb has suggested the 2 x Why videos – which don't feature 7 March on them – we used one of these last time. Are you happy with this solution? Alternatively we could use nannies?

0:45: [When we all take part in the 2023 Census, all of us count - Tatau tātou - YouTube](#)

0:15: [When we all take part in the 2023 Census, all of us count - Tatau tātou - YouTube](#)

I've cc'd in Te Takere as they will need to get licensing costs for using these ads at the game on the big screen. Alternatively we play one Why video and have more static images (which means we won't pay as much license fees).

[@Callum Doyle](#) s 9(2)(a) can you please advise the licensing costs for both videos please?

Thanks

Mel

Mel Branch (pronouns: she/her/hers)

Senior Advisor Marketing – 2023 Census | Kaitohutohu Matua - Māketetanga

Stats NZ | Tauranga Aotearoa | [stats.govt.nz](#) | s 9(2)(a)

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From: [Sarah Kennerley](#)
To: [Suzy O'Connell](#)
Subject: FW: Warriors static banner
Date: Thursday, 27 April 2023 2:34:00 PM
Attachments: [image001.gif](#)
[Stats NZ - SNZ-030-CWP.MP3](#)

From: Bryan, Bianca [s 9\(2\)\(a\)](#)
Sent: Thursday, 27 April 2023 1:34 PM
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxx.xx>; Doyle, Callum [s 9\(2\)\(a\)](#)
Cc: Fleur Head [s 9\(2\)\(a\)](#); Anthony Clearwater <xxxxxxx.xxxxxxxxx@xxxxx.xxx.xx>; Alicia Tutty [s 9\(2\)\(a\)](#); Mel Branch <xxx.xxxxxx@xxxxx.xxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxx.nz>; Sarah Kennerley <xxxxx.xxxxxxxxx@xxxxx.xxx.xx>; Jiana Benham [s 9\(2\)\(a\)](#)
Subject: RE: Warriors static banner

Hi Team,

Please find audio for approval.

If this is approved please let us know by 2pm so we can get it live for tomorrow.

Thanks

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxx.xx>
Sent: Thursday, 27 April 2023 11:53 am
To: Bryan, Bianca [s 9\(2\)\(a\)](#); Doyle, Callum [s 9\(2\)\(a\)](#)
Cc: Fleur Head [s 9\(2\)\(a\)](#); Anthony Clearwater <xxxxxxx.xxxxxxxxx@xxxxx.xxx.xx>; Alicia Tutty [s 9\(2\)\(a\)](#); Mel Branch <xxx.xxxxxx@xxxxx.xxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxx.xx>; Sarah Kennerley <xxxxx.xxxxxxxxx@xxxxx.xxx.xx>; Jiana Benham [s 9\(2\)\(a\)](#)
Subject: RE: Warriors static banner

Kia ora Bianca

I confirm that the media schedule for promotion this weekend Warriors media valued at \$25,719 is approved.

Here are the adlibs

There are three ways to win with 2023 Census and the Warriors!

Come to a census event before Sunday's game against the Roosters, do the census and get a free ticket to the game, plus a \$25 food and drink voucher to enjoy there.

If you've already done the census, you can bring a friend to an event to do the census and you both get free tickets to the game.

Or, if you are heading to the game anyway, and you do the census while you are there, you'll get a \$25 food and drink voucher, plus you'll go in the draw to win a trip for 4 to see the Warriors play in Aussie.

We have a limited amount of tickets and food and beverage vouchers to give away – so come on down to any of these events, do the census and get your tickets to this Sunday's Warrior match at Mount Smart stadium. Visit www.census.govt.nz/warriors for more information, terms and conditions.

Friday 28 April 2023

Māngere East Library

12pm to 4pm

370 Massey Road

Māngere East, Auckland

Ōtara Scorpions

4pm to 8pm

95R Ōtara Road

Ōtara

Saturday 29 April 2023

Ōtara Scorpions

4pm to 8pm

95R Ōtara Road

Ōtara

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tauranga

Stats NZ Tauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Bryan, Bianca s 9(2)(a)

Sent: Thursday, 27 April 2023 11:05 am

To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Doyle, Callum s 9(2)(a)

Cc: Fleur Head s 9(2)(a); Anthony Clearwater

<xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch

<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley

<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)

Subject: RE: Warriors static banner

Hi Suzy,

Please find the schedule to approve for the Warriors activity.

We need **approval by 12pm** and **adlibs** to have any chance of getting this live tomorrow.

Let me know If you have any questions or concerns.

Thanks,
Bianca

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Sent: Thursday, 27 April 2023 10:52 am
To: Doyle, Callum s 9(2)(a); Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx_>; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx_>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx_>; Jiana Benham s 9(2)(a)
Subject: RE: Warriors static banner

Sorry – small tweak to social:

Social post

Copy in image on fuchsia background: Tackle the census, get free Warriors tickets and more.

Primary text:

There are three ways to win with census and the Warriors!

Come to a census event before Sunday's game against the Roosters, do the census and get a free ticket to the game, plus a \$25 food and drink voucher to enjoy there.

If you've already done the census, bring a friend to an event to do the census and you both get free tickets to the game.

Or, if you are heading to the game anyway, do the census while you are there and grab a \$25 food and drink voucher, plus go in the draw to win a trip for 4 to see the Warriors play in Aussie.
(Limited to 2000 tickets and 2000 food and beverage vouchers across these events.)

Visit www.census.govt.nz/warriors for more information, terms and conditions.

Headline: Get help with the census

Description: All of us count - Tatau tātou.

Ngā mihi
Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga,
Tatauranga
Stats NZ Tatauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Doyle, Callum s 9(2)(a)
Sent: Thursday, 27 April 2023 10:50 am
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)
Subject: Re: Warriors static banner

Awesome thanks Suzy! That's going off now and we'll get the social asset built.

Just wanted to check in regarding the adlibs as well?

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Date: Thursday, 27 April 2023 at 10:46 AM
To: Doyle, Callum s 9(2)(a), Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a), Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>, Alicia Tutty s 9(2)(a), Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx>, Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>, Sarah
Kennerley <xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>, Jiana Benham s 9(2)(a)
Subject: RE: Warriors static banner

Kia ora Callum

Here are the approved changes:

CLIENT: Stats NZ
DATE: 26 April
JOB: STA 0155

30" radio script

VO: Stats NZ is proud to partner with The Warriors, and to help *you* tackle the census.

Come to a census event before Sunday's game, do the census and score a free ticket, plus a \$25 food and beverage voucher.

Already done the census? Bring a friend to do it and you both get free tickets.

Do it at Sunday's game and get the \$25 voucher, plus the chance to win a trip for 4 to see the Warriors play in Aussie!

Limited tickets, see Ts and Cs at census.govt.nz/warriors.

Social post

Copy in image on fuchsia background: Tackle the census, get free Warriors tickets and more.

Primary text: Come to a census event before Sunday's game against the Roosters, do the census and get a free ticket to the game, plus a \$25 food and beverage voucher to enjoy there. If you've already done the census, bring a friend to an event to do the census and you both get free tickets. Do the census at Sunday's game and get the \$25 voucher, plus the chance to win a trip for 4 to see the Warriors play in Australia. (Limited to 2000 tickets and 2000 food and beverage vouchers across these events.)

Visit www.census.govt.nz/warriors for more information, terms and conditions.

Headline: Get help with the census

Description: All of us count - Tatau tātou.

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tauranga

Stats NZ Tauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Doyle, Callum s 9(2)(a)
Sent: Thursday, 27 April 2023 10:23 am
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxxxx.xxxxxx@xxxxx.xxxx.xx>; Sarah Kennerley <xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)
Subject: Re: Warriors static banner
Importance: High

Kia ora team,

Due to lack of availability, we're going to record with MMM as they can turn it around in time for us to get it live for the weekend.

However we'll need the script to them by 11am so will need feedback and approval ASAP



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Doyle, Callum s 9(2)(a)
Date: Thursday, 27 April 2023 at 9:30 AM
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>, Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a), Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>, Alicia Tutty s 9(2)(a), Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>, Sebastian Boyle <xxxxxxxxxxx.xxxxxx@xxxxx.xxxx.xx>, Sarah Kennerley <xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>, Jiana Benham s 9(2)(a)
Subject: Re: Warriors static banner

Hi team,

Just following up, are we able to get approval on this by 10.30?

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Doyle, Callum s 9(2)(a)

Date: Thursday, 27 April 2023 at 8:31 AM

To: Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>, Bryan, Bianca s 9(2)(a)

Cc: Fleur Head s 9(2)(a), Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>, Alicia Tutty s 9(2)(a), Mel Branch <Mel.Branch@stats.govt.nz>, Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>, Sarah Kennerley <Sarah.Kennerley@stats.govt.nz>, Jiana Benham s 9(2)(a)

Subject: Re: Warriors static banner

Hi Suzy,

Here's the script which was written last night, as well as the social copy.

Please note this is a very tight 30", so if anything is to be added in we'll have to take out copy to make it work.

We're also looking this morning to find an available talent to record, however with the short notice and turnaround required it's quite difficult.

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>

Date: Thursday, 27 April 2023 at 7:31 AM

To: Bryan, Bianca s 9(2)(a) Doyle, Callum s 9(2)(a)

Cc: Fleur Head s 9(2)(a) Anthony Clearwater

<xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>, Alicia Tutty s 9(2)(a), Mel Branch

<xxx.xxxxxx@xxxxx.xxxx.xx>, Sebastian Boyle <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>, Sarah

Kennerley <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>, Jiana Benham s 9(2)(a)

Subject: RE: Warriors static banner

Thanks Bianca – this all sounds fantastic, thanks.

We will have more time in the lead up to the Napier match, so can be better prepared.

[@Doyle, Callum](#) – when are we seeing the script and social?

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tauranga

Stats NZ Tauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Bryan, Bianca s 9(2)(a)

Sent: Wednesday, 26 April 2023 6:16 pm

To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Doyle, Callum s 9(2)(a)

Cc: Fleur Head s 9(2)(a); Anthony Clearwater

<xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch

<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Sarah Kennerley

<xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)

Subject: RE: Warriors static banner

Hi Suzy,

Please see the below updates on timing to make this work:

We will need the radio approved and dispatched by 3pm tomorrow to have any chance of going live on Friday. We need the adlib script by 12pm tomorrow at the latest. We will need the social assets by **12pm** to guarantee they go live tomorrow.

Radio:

If we get the assets approved by 3pm we can get them live on Mediaworks and MMN for Friday and NZME for Saturday.

Adlibs:

Adlibs on Newstalk (NZME) from Saturday but depends on when we receive the creative, Mediaworks announcer reads only run nationwide in the weekend but we will run MMN and waiting on PMN confirmation.

Social:

We recommend a budget of \$6,500 to reach est 661,071 impressions.

Once we have more clarity from suppliers (waiting on PMN to respond) I will pull together a schedule with some costings for approval.

Ngā mihi,
Bianca

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>

Sent: Wednesday, 26 April 2023 3:59 pm

To: Bryan, Bianca s 9(2)(a); Doyle, Callum s 9(2)(a)

Cc: Fleur Head s 9(2)(a); Anthony Clearwater

<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Alicia Tutty s 9(2)(a); Mel Branch

<xxx.xxxxxx@xxxxx.xxxx.xx >; Sebastian Boyle <xxxxxxxxxx.xxxxxx@xxxxx.xxxx.xx >; Sarah Kennerley

<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Jiana Benham s 9(2)(a)

Subject: RE: Warriors static banner

Thanks Bianca

We want it to run from tomorrow please.

30 secs is ok – but want to list some events, so could do 2x 30s?

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tatauranga

Stats NZ Tatauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Bryan, Bianca s 9(2)(a)
Sent: Wednesday, 26 April 2023 3:55 pm
To: Doyle, Callum s 9(2)(a); Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx >; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Jiana Benham s 9(2)(a)
Subject: RE: Warriors static banner

Hi Suzy,

Can we please confirm you would like this to run Friday-Sunday?

I am just pulling together the costing for this but something to be mindful of is Music brands on Mediaworks stations only run 30s adlibs. Is there any chance we can reduce the 60s to 30s?

Thanks,
Bianca

From: Doyle, Callum s 9(2)(a)
Sent: Wednesday, 26 April 2023 3:31 pm
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx >; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Jiana Benham s 9(2)(a)
Subject: Re: Warriors static banner

Hi Suzy,

Will aim to get this briefed in ASAP, will aim to get scripts in to you ASAP.

Thanks,

Callum Doyle



Callum Doyle
VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Suzy O'Connell <Suzy.O'xxxxxxxx@xxxxx.xxxx.xx>

Date: Wednesday, 26 April 2023 at 3:10 PM

To: Doyle, Callum s 9(2)(a), Bryan, Bianca s 9(2)(a)

Cc: Fleur Head s 9(2)(a), Anthony Clearwater

<xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx >, Alicia Tutty s 9(2)(a), Mel Branch

<xxx.xxxxxx@xxxxx.xxxx.xx >, Sebastian Boyle <xxxxxxxxxxxx@xxxxx.xxxx.xx >, Sarah

Kennerley <xxxxxxxxxxxx@xxxxx.xxxx.xx >

Subject: RE: Warriors static banner

Hi Callum

Based on this, we'd like to target some advertising to Auckland that promotes our competition and tickets for the Warriors match.

- Adlibs to be on stations in Auckland from tomorrow – 60 seconds. Will send this later today. These will highlight the list of event locations that people can attend to get tickets for the match.
- 1x 30 sec radio ad please – can you provide copy asap and record tomorrow- on air from Friday.
- Social post – boost to all Auckland region – target PRGs

Come to an event in the lead up to this Sunday's Warriors game at Eden Park, fill in your census and get a ticket to the match. If you've done the census, bring a friend to do the census and you both get tickets to the game. See our website for a list of events near you.

Do your census at the match on Sunday and get a \$25 food and beverage voucher, plus go in the draw to win a trip for 4 to see the Warriors play in Australia. Ts & Cs apply. Visit

www.census.govt.nz/warriors for info.

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tatauranga

Stats NZ Tatauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>

Sent: Wednesday, 26 April 2023 1:55 pm

To: Callum Doyle s 9(2)(a)

Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <xxxxxxxxxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley <xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Subject: Warriors static banner

Hi Callum

Can you put this into a static banner.

Win a trip for four to Aussie!

Fill in your census forms with us during the game and go in the draw to win a trip for four to see the Warriors in Australia.

Your can find us at locations around the grounds.

www.census.govt.nz

0800 CENSUS (0800 236 787)

Logos

Static Big Screen Specs

1920 by 1080, transparent png if needed for frames

Ngā mihi,

Mel

From: [Sarah Kennerley](#)
To: [Amanda Vaisigano](#)
Subject: RE: Estimate - Census NZ
Date: Thursday, 27 April 2023 4:18:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Census.govt.nz/warriors

From: Amanda Vaisigano <xxxxxx.xxxxxxxx@xxxxx.xxxx.xx>
Sent: Thursday, 27 April 2023 4:18 PM
To: Sarah Kennerley <xxxxx.xxxxxxxx@xxxxx.xxxx.xx>
Subject: RE: Estimate - Census NZ

Yes I think that looks like what they're after, looks good

Hey I know their not signed off yet, but do you have the URL for where the terms and conditions will sit on the website once they are? We need to URL to include on the forms urgently.

This is like a chicken and egg situation haha

From: Sarah Kennerley <[xxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>
Sent: Thursday, 27 April 2023 4:07 pm
To: Amanda Vaisigano <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>
Subject: RE: Estimate - Census NZ

Thank you for this! Reckon the attached is what he's asking for?

From: Amanda Vaisigano <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>
Sent: Thursday, 27 April 2023 4:06 PM
To: Sarah Kennerley <[xxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>
Subject: FW: Estimate - Census NZ

Hey – FYI here is Roxane's details

Amanda Vaisigano

Senior Advisor Communications – 2023 Census | Kaitohutohu Matua Whakawhitiwhiti – Tatauranga 2023
Stats NZ | Tatauranga Aotearoa | [stats.govt.nz](#) | **s 9(2)(a)**

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[Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: Roxane Merveille **s 9(2)(a)**
Sent: Wednesday, 26 April 2023 9:04 am
To: Anthony Clearwater <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>; Nat Eady **s 9(2)(a)**; Lana Brown <[xxxx.xxxxx@xxxxx.xxxx.xx](#)>; Asilika Aholelei <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>; Casey Mew **s 9(2)(a)**
Cc: Glenn Critchley **s 9(2)(a)**; Amanda Vaisigano <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>; Jasmin McQuinn <[xxxxxx.xxxxxxxx@xxxxx.xxxx.xx](#)>
Subject: Re: Estimate - Census NZ

Good morning all

I hope you had a nice day off.

FYI we're just waiting for marquee costs hire to come through to send you a new quote (a few places were shut on Monday).

Just a reminder that if you want signs for the tables or for brand ambassadors to hold we'll need artwork by EOD please.

The best is do A3 for both.

Thanks
Roxane



Roxane Merveille

Account Director

s 9(2)(a)



12 Aitken Terrace, Auckland

www.spur.co.nz



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Date: Monday, 24 April 2023 at 5:04 PM

To: Nat Eady s 9(2)(a), Roxane Merveille s 9(2)(a), Lana Brown <lane.brown@stats.govt.nz>, Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Cc: Glenn Critchley s 9(2)(a), Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>, Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>

Subject: RE: Estimate - Census NZ

Kia ora Nat and Roxane

Following our discussion, Asilika and team will provide the H&S and Brief with details they have on Wednesday for the Spur team to complete with remaining info, of that's ok. The team complete H&S docs routinely for events they are running.

Ngā mihi
Anthony

From: Nat Eady s 9(2)(a)

Sent: Monday, 24 April 2023 4:21 pm

To: Roxane Merveille s 9(2)(a); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Lana Brown <lane.brown@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Cc: Glenn Critchley s 9(2)(a); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>

Subject: RE: Estimate - Census NZ

@Roxane Merveille because Moana's attendance is significantly lower than the Warriors, I would suggest no BAs on the Saturday and just lock in the four for Sunday.

@Anthony Clearwater can you please confirm who will be completing/providing the game day brief and H&S document? Do you need Spur to sort this for you?

Also, can you please provide the amended F&B voucher artwork?

Cheers,
Nat



Nat Eady
Partnerships Manager
s 9(2)(a)

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NZ
www.warriors.kiwi



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|

From: Roxane Merveille s 9(2)(a)
Sent: Monday, April 24, 2023 4:14 PM
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Nat Eady s 9(2)(a); Lana Brown <lane.brown@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>
Cc: Glenn Critchley s 9(2)(a); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>
Subject: Re: Estimate - Census NZ

Hi all

We can set-up the sites in the morning so everything is ready to go before gates open.

In terms of signs, we can easily print some signs to have on tables or for BA to hold. The print deadline will be EOD Wednesday though so you would have to supply the artwork on Wednesday please.
Cost will depends on what you're after but for instance if we were to do 8 x table signs (A3) and 4 hand held signs (A3) it will be approx. \$800.

I'll send you an updated quote soon. Just confirming it will be 4 staff on each day?

Thanks



Roxane Merveille

Account Director

s 9(2)(a)



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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Date: Monday, 24 April 2023 at 4:06 PM

To: Nat Eady s 9(2)(a), Lana Brown <lane.brown@stats.govt.nz>, Roxane Merveille s 9(2)(a), Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Cc: Glenn Critchley s 9(2)(a), Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>, Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>

Subject: RE: Estimate - Census NZ

Thanks Nat;

Does that give you what you need Lana?

We'll go with ambassadors to pull people in – 4 as you recommend Nat. In terms of them holding a sign – is this something that can be done for us and what cost would that be? We just need to have a discussion about what they'll say – i.e. if F&B vouchers will be available etc.

Thanks

Anthony

From: Nat Eady s 9(2)(a)

Sent: Monday, 24 April 2023 3:23 pm

To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Lana Brown <lane.brown@stats.govt.nz>; Roxane Merveille s 9(2)(a)

Cc: Glenn Critchley s 9(2)(a); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Subject: RE: Estimate - Census NZ

Hi Anthony,

Jumping in regarding access to the grounds.

You'll find in the email attached our runsheet which include key timings. Please note that I don't have the key timings for Moana which may affect your pack-in timings, as you may be able to leave your activation elements in position overnight.

Thanks,
Nat



Nat Eady
Partnerships Manager
s 9(2)(a)

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|

From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Sent: Monday, April 24, 2023 3:19 PM

To: Lana Brown <lana.brown@stats.govt.nz>; Nat Eady s 9(2)(a); Roxane Merveille s 9(2)(a)

Cc: Glenn Critchley s 9(2)(a); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Subject: RE: Estimate - Census NZ

Kia ora tīma,

Roxanne and Nat – we'd just like to ensure if we utilise the people that they are really proactive – are the people you propose experienced .

Also, are you able to confirm what time we can access the ground – i.e. can we set up early and be there in time for the first people to enter the ground?

Ngā mihi
Anthony

From: Lana Brown <lane.brown@stats.govt.nz>

Sent: Monday, 24 April 2023 2:25 pm

To: Nat Eady [s 9\(2\)\(a\)](#); Roxane Merveille [s 9\(2\)\(a\)](#); Anthony Clearwater

<Anthony.Clearwater@stats.govt.nz>

Cc: Glenn Critchley [s 9\(2\)\(a\)](#); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn

<Jasmin.McQuinn@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Subject: Re: Estimate - Census NZ

Apologies, i dont believe i have that sheet for the brief activation, hence why asilika had provided this in an email originally. [@Anthony Clearwater](#) did you need these people if we already have our staff in this space? Hope this makes sense.

Thanks
Lana

Get [Outlook for Android](#)

From: Nat Eady [s 9\(2\)\(a\)](#)

Sent: Monday, April 24, 2023 2:10:50 PM

To: Lana Brown <lane.brown@stats.govt.nz>; Roxane Merveille [s 9\(2\)\(a\)](#); Anthony Clearwater

<Anthony.Clearwater@stats.govt.nz>

Cc: Glenn Critchley [s 9\(2\)\(a\)](#); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn

<Jasmin.McQuinn@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Subject: RE: Estimate - Census NZ

Hi Lana,

Just jumping in here, do you no longer require additional promotion staff to encourage stadium goers to go to the marquees, as per Anthony's request?

Also, can you please fill out the game day activation brief asap, as I'll also need to pass this onto Moana.

Cheers,
Nat



Nat Eady

Partnerships Manager

[s 9\(2\)\(a\)](#)

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From: Lana Brown <lane.brown@stats.govt.nz>

Sent: Monday, April 24, 2023 1:02 PM

To: Roxane Merveille [s 9\(2\)\(a\)](#); Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Nat Eady [s 9\(2\)\(a\)](#)

Cc: Glenn Critchley [s 9\(2\)\(a\)](#); Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>

Subject: RE: Estimate - Census NZ

Talofa lava Roxane,

Just confirming what is required for the activations on the day:

Yes we require 4 tables. 1 table at each location with chairs (8x chairs)

3x3 Marques x 4 for each entry point please

We have our own staff that will be utilised at the event with our Census shirts and ID.

Hope this makes sense, happy to chat if need be.

Thanks

Ngā mihi,

Lana Brown (pronouns: she/her/hers/ia)

Regional Manager (Auckland South) - Field Operations - 2023 Census

Kaiwhakahaere ā-Rohe - Ngā Whakahaere Ā-Waho - Tauranga 2023

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From: Roxane Merveille [s 9\(2\)\(a\)](#)

Sent: Monday, 24 April 2023 9:06 am

To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Nat Eady [s 9\(2\)\(a\)](#)

Cc: Glenn Critchley [s 9\(2\)\(a\)](#); Lana Brown <lane.brown@stats.govt.nz>; Amanda Vaisigano

<xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jasmin McQuinn <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Subject: Re: Estimate - Census NZ

Good morning all

I just wanted to check in and confirm what were the requirements for this weekend activation. Let me know what is needed from us apart from staff so I can get things organised.

Thanks



Roxane Merveille

Account Director

s 9(2)(a)



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From: Roxane Merveille s 9(2)(a)

Date: Friday, 21 April 2023 at 2:27 PM

To: Anthony Clearwater <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>, Nat Eady s 9(2)(a)

Cc: Glenn Critchley s 9(2)(a), Lana Brown <xxxx.xxxxx@xxxxx.xxxx.xx>, Amanda Vaisigano <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>, Jasmin McQuinn <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Subject: Re: Estimate - Census NZ

Hi Anthony

Just checking if you have answers to the below.

We really need to get moving on this one if we want to be live next weekend.

Thanks



Roxane Merveille

Account Director

s 9(2)(a)



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From: [Roxane Merveille](#)
To: [Nat Eady](#); [Anthony Clearwater](#)
Cc: [Sebastian Boyle](#); [Mel Branch](#); [Amanda Vaisigano](#); [Lana Brown](#); [Jasmin McQuinn](#); [Glenn Critchley](#); [Casey Mew](#)
Subject: Re: Census / Warriors Big Screen Content
Date: Thursday, 27 April 2023 9:07:24 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[EST002737 \(1\).pdf](#)

Hi Anthony

Please find attached the revised budget. I have allowed for pack-in and pack-out of one marquee on the Saturday because we won't be able to leave the marquee overnight in case it gets windy.

I haven't allowed for an onsite manager on the Sunday, assuming your team will be able to brief and manage the brand ambassadors but if you prefer we can have someone supervising them.

I have put an allowance for signage but it might be too late to send to print today unless we get it before 12pm.

Please let me know if you need anything else.

Thanks



Roxane Merveille

Account Director

s 9(2)(a)



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From: Nat Eady s 9(2)(a)
Date: Wednesday, 26 April 2023 at 1:28 PM
To: Anthony Clearwater <xxxxxxx.xxxxxxxx@xxxxx.xxx.xx>
Cc: Sebastian Boyle <xxxxxxx.xxxx@xxxx.xxxx.xx>, Mel Branch <Mel.Branch@stats.govt.nz>, Amanda Vaisigano <xxxxxxx.xxxxxxxx@xxxx.xxxx.xx>, Lana Brown <lane.brown@stats.govt.nz>, Roxane Merveille s 9(2)(a), Jasmin McQuinn <xxxxxxx.xxxxxx@xxxx.xxxx.xx>, Glenn Critchley s 9(2)(a)
Subject: RE: Census / Warriors Big Screen Content

Hi Anthony,

Thanks for the update! I'll wait to hear from you.

Cheers,
Nat



Nat Eady
Partnerships Manager
s 9(2)(a)

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From: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>

Sent: Wednesday, April 26, 2023 11:01 AM

To: Nat Eady s 9(2)(a)

Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Lana Brown <lana.brown@stats.govt.nz>; Roxane Merveille s 9(2)(a)
Jasmin McQuinn <Jasmin.McQuinn@stats.govt.nz>; Glenn Critchley s 9(2)(a)

Subject: RE: Census / Warriors Big Screen Content

Thanks Nat – we're just covering off a couple of things re video licensing and will be back in touch asap.

We're also working on:

- Static screen/info
- MC Notes
- H&S/Event plans

One of my colleagues will liaise directly with you regarding the big screen content and Amanda/I will be in touch with the MC notes.

Lana and the team are working on the H&S and event plan and will send through asap.

We'll also let you know what the idea is for signs.

Ngā mihi

Anthony

From: Nat Eady [s 9\(2\)\(a\)](#)
Sent: Wednesday, 26 April 2023 10:45 am
To: Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Cc: Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>
Subject: Census / Warriors Big Screen Content

Hi Anthony,

As discussed, please provide your 2x video content in the correct stadium specs (see specs below).

Mt Smart Stadium Big Screen

- Video Big Screen Specs
 - 1920x1080p, 50fps, H.264 codec, .mp4 file types, Data rate should be approx 20mb/s.
- Static Big Screen Specs
 - 1920 by 1080, transparent png if needed for frames

We'll aim to play the 15 sec content alongside other sponsor big screen content, then we'll aim to play the 45 sec content during halftime. Regarding PA announcement / MC notes, our PA reads to be max 30 secs in length. We'll hand this to Mark and use it as an additional CTA, simultaneously whilst the static TVC is running.

Cheers,
Nat



Nat Eady
Partnerships Manager
[s 9\(2\)\(a\)](#)

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PRODUCTION ESTIMATE

Client:	Statistics New Zealand	Date:	27/04/2023
Product:	General	Duration:	
Job Description	Warriors Game Assets April	Prepared By:	
Job Number:	STA0155	Purchase Order:	
Revision:	STA0155 1		

Description	Cost
-------------	------

These estimated costs are an indication only and are subject to agreement negotiations, pending talent are happy to feature again at the indicated fee

One off stadium use for Census 15" B edit on Sunday 30th

Covers:
All talent in 15" B edit
Music fees
Voiceover fees

PRODUCTION DEPARTMENT

Senior Producer - Post Production	\$300.00
Total PRODUCTION DEPARTMENT	\$300.00

TALENT

Lead Talent	\$3,885.78
Total TALENT	\$3,885.78

MUSIC & AUDIO

VO Artist Fee	\$317.78
Music License-Publishing	\$278.75
Total MUSIC & AUDIO	\$596.53

Total Amount Excluding GST	\$4,782.31
-----------------------------------	-------------------



PRODUCTION ESTIMATE

This estimate allows for two sets of revisions, **subsequent revisions will be charged at the agreed hourly rates**. Where major changes are required the agency may need to re-estimate. Where the actual costs of the outsourced materials and services exceed 10% more than the quote(s) obtained by us, we will seek your prior approval to ensure payment.

Payment of the invoice is due **20** days from EOM. A signed estimate will be considered binding to these terms. Email queries to: finance.admin@vmlyr.com

Client Approval _____

Date _____

VMLY&R Limited.

Private Bag 93 234, Parnell, Auckland 1151, New Zealand
Level 2, 36 Lorne Street, CBD, Auckland 1010, New Zealand
Hope Gibbons Building, Level 5, 7-11 Dixon Street, Wellington 6011, New Zealand

From: [Richard Stokes](#)
To: [Mel Branch](#)
Cc: [Suzy O'Connell](#); [Anthony Clearwater](#)
Subject: RE: Warriors assets - Talent licence estimate for approval
Date: Thursday, 27 April 2023 2:17:50 pm

Hi Mel

I've spoken with Anthony, and we agree that this cost is too high for the one off use that we have.

\$5k would be the maximum we could go to, and given that we're a long way from that we'd instead renegotiate use of time of the big screen for more static ads and additional MC notes.

Cheers

Richard

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Sent: Thursday, 27 April 2023 1:58 PM
To: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: FW: Warriors assets - Talent licence estimate for approval

Hi Richard

Here you go – can you please reply with approval – both estimates attached now.

Mel

From: [Anthony Clearwater](#)
To: [Mel Branch](#); [Richard Stokes](#); [Suzy O'Connell](#)
Subject: Re: Warriors static banner
Date: Thursday, 27 April 2023 3:42:25 pm

I've had a quick chat with him and will discuss how this is incorporated into the package with the Warriors.

Get [Outlook for Android](#)

From: Mel Branch <x@xx>
Sent: Thursday, April 27, 2023 2:47:12 PM
To: Richard Stokes <x@xx>; Suzy O'Connell <Suzy.O'@xx>; Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>
Subject: RE: Warriors static banner

Hi there – can one of you please reply to Atawhai?

From: Atawhai Tibble <x@xx>
Sent: Rāpare, 27 Paengawhāwhā, 2023 2:12 p.m.
To: Mel Branch <x@xx>; Les Greeff <x@x.nz>; Simon Mason <x@xx>; Charlene Riwhi <Charlene.Riwhi@stats.govt.nz>; Chris Harty-Eugster <x@xx>
Cc: Suzy O'Connell <Suzy.O'@xx>; Richard Stokes <x@xx>; Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Sarah Kennerley <x@xx>; Amanda Vaisigano <x@xx>; Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>
Subject: RE: Warriors static banner

Isn't this something that the Warriors Foundation should do – rather than us?

Ngā mihi,

Atawhai Tibble (pronouns: au/ia)
Pouārahi | Director, Te Ao Māori Census 2023
Tatauranga Aotearoa | Stats NZ | stats.govt.nz

Mō Tātou me ngā Uri Whakatipu

Data that improves lives today and for generations to come

From: Mel Branch <x@xx>
Sent: Thursday, April 27, 2023 2:10 PM
To: Les Greeff <x@xx>; Simon Mason <x@xx>; Atawhai Tibble <x@xx>; Charlene Riwhi <x@xx>; Chris Harty-Eugster <x@xx>
Cc: Suzy O'Connell <Suzy.O'@xx>; Richard Stokes <x@xx>; Anthony Clearwater <x@xx>; Sarah Kennerley <x@xx>; Amanda Vaisigano <x@xx>; Sebastian Boyle <x@xx>
Subject: FYI: Warriors static banner

Kia ora

Please find a static banner attached which will be shown during the Warriors game this Sunday encouraging people to do the census with us during the game!

This has been approved and provided to the Warriors marketing team due to tight deadlines, so is for your info only. No action required.

Ngā mihi

Mel

Mel Branch (pronouns: she/her/hers)

Senior Advisor Marketing – 2023 Census | Kaitohutohu Matua - Māketetanga

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From: [Richard Stokes](#)
To: [Mel Branch](#)
Cc: [Suzy O'Connell](#)
Subject: RE: Warriors static banner
Date: Thursday, 27 April 2023 9:02:50 am
Attachments: [image001.gif](#)

Yes, continue, but we do need to know the cost before confirming

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Sent: Wednesday, 26 April 2023 5:16 PM
To: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: FW: Warriors static banner

Hi Richard

We need some videos to be playing at the Warriors game this weekend – the Why one's are the only one's we think will be relevant to the audience, however we need to get them licensed for the extra use (ie, big screen at the stadium).

We think it's worth it.

Can you please confirm that we can continue please?

Mel

From: Doyle, Callum **s 9(2)(a)**
Sent: Rāapa, 26 Paengawhāwhā, 2023 3:59 p.m.
To: Mel Branch <[xxx.xxxxxx@xxxxx.xxxx.xx](#)>
Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: Re: Warriors static banner

Hey Mel,

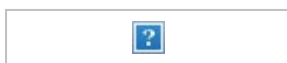
Ballpark for the 15" B edit is: \$4,782.31

Ballpark for 45" is: \$15,949.03 – obviously a lot more talent then extra time for contacting talent and invoicing for Tutu too. We could try get this down if you really wants the 45".

Just calling now about this.

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Doyle, Callum s 9(2)(a)
Date: Wednesday, 26 April 2023 at 3:46 PM
To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: Re: Warriors static banner

Hi Mel,

This is being worked on now.

Same files should be fine. I'm just getting ballpark costs for licensing, Tutu films etc won't be able to give us final details but as long as we pay correctly that can be done post.

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Date: Wednesday, 26 April 2023 at 3:37 PM
To: Doyle, Callum s 9(2)(a)
Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: Warriors static banner

Hey Callum

Just checking in to see if you can send this to us asap today?

Also re the Why videos – do I just send the files you gave us last time? Or do you need to resupply them to us?

Mel

Mel Branch (pronouns: she/her/hers)

Senior Advisor Marketing – 2023 Census | Kaitohutohu Matua - Māketetanga

Stats NZ | Tātauranga Aotearoa | stats.govt.nz | s 9(2)(a)

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From: [Bryan, Bianca](#)
To: [Suzy O'Connell](#); [Doyle, Callum](#)
Cc: [Fleur Head](#); [Anthony Clearwater](#); [Alicia Tutty](#); [Mel Branch](#); [Sebastian Boyle](#); [Sarah Kennerley](#); [Jiana Benham](#)
Subject: RE: Warriors static banner
Date: Thursday, 27 April 2023 3:06:42 pm
Attachments: [image002.gif](#)
[image003.gif](#)
[Warriors April.schedule.V2.xlsx](#)

Hi Suzy,

Thanks for that approval. As discussed, I have removed the social from the schedule which brings the total spend to \$18,240 (attached).

Ngā mihi,



Bianca Bryan

VMLY&R | Media Account Manager

Level 5, Hope Gibbons Building , 7-11 Dixon Street, Wellington 6140, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

[vmlyr.com](#)

From: Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>

Sent: Thursday, 27 April 2023 3:04 pm

To: Bryan, Bianca s 9(2)(a); Doyle, Callum s 9(2)(a)

Cc: Fleur Head s 9(2)(a); Anthony Clearwater

<Anthony.Clearwater@stats.govt.nz>; Alicia Tutty s 9(2)(a); Mel Branch

<Mel.Branch@stats.govt.nz>; Sebastian Boyle <Sebastian.Boyle@stats.govt.nz>; Sarah Kennerley

<Sarah.Kennerley@stats.govt.nz>; Jiana Benham s 9(2)(a)

Subject: RE: Warriors static banner

Radio approved.

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tatauranga

Stats NZ Tatauranga Aotearoa

Mobile: s 9(2)(a) | [stats.govt.nz](#)

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From: Bryan, Bianca s 9(2)(a)
Sent: Wednesday, 26 April 2023 4:06 pm
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Doyle, Callum s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)
Subject: RE: Warriors static banner

Hi Suzy,

Unfortunately, we can't get radio live tomorrow as the logs closed at 12:00pm the day prior to going live for NZME and Mediaworks adlibs usually take up to five days to turn around.

We will try to get social live tomorrow, but this will be dependent on when we receive the creative.

Thanks,
Bianca

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Sent: Wednesday, 26 April 2023 3:59 pm
To: Bryan, Bianca s 9(2)(a); Doyle, Callum s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)
Subject: RE: Warriors static banner

Thanks Bianca

We want it to run from tomorrow please.

30 secs is ok – but want to list some events, so could do 2x 30s?

Ngā mihi
Suzy

Suzy O'Connell (pronouns: she/her)
Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga,
Tatauranga
Stats NZ Tatauranga Aotearoa
Mobile: s 9(2)(a) | stats.govt.nz

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[Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: Bryan, Bianca s 9(2)(a)
Sent: Wednesday, 26 April 2023 3:55 pm
To: Doyle, Callum s 9(2)(a); Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)
Subject: RE: Warriors static banner

Hi Suzy,

Can we please confirm you would like this to run Friday-Sunday?

I am just pulling together the costing for this but something to be mindful of is Music brands on Mediaworks stations only run 30s adlibs. Is there any chance we can reduce the 60s to 30s?

Thanks,
Bianca

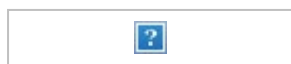
From: Doyle, Callum s 9(2)(a)
Sent: Wednesday, 26 April 2023 3:31 pm
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Bryan, Bianca s 9(2)(a)
Cc: Fleur Head s 9(2)(a); Anthony Clearwater
<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Alicia Tutty s 9(2)(a); Mel Branch
<xxx.xxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley
<xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Jiana Benham s 9(2)(a)
Subject: Re: Warriors static banner

Hi Suzy,

Will aim to get this briefed in ASAP, will aim to get scripts in to you ASAP.

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmljr.com

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>

Date: Wednesday, 26 April 2023 at 3:10 PM

To: Doyle, Callum s 9(2)(a), Bryan, Bianca s 9(2)(a)

Cc: Fleur Head s 9(2)(a), Anthony Clearwater

<xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>, Alicia Tutty s 9(2)(a), Mel Branch

<xxx.xxxxxx@xxxxx.xxxx.xx>, Sebastian Boyle <xxxxxxxxxxxx@xxxxx.xxxx.xx>, Sarah

Kennerley <xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Subject: RE: Warriors static banner

Hi Callum

Based on this, we'd like to target some advertising to Auckland that promotes our competition and tickets for the Warriors match.

- Adlibs to be on stations in Auckland from tomorrow – 60 seconds. Will send this later today. These will highlight the list of event locations that people can attend to get tickets for the match.
- 1x 30 sec radio ad please – can you provide copy asap and record tomorrow- on air from Friday.
- Social post – boost to all Auckland region – target PRGs

Come to an event in the lead up to this Sunday's Warriors game at Eden Park, fill in your census and get a ticket to the match. If you've done the census, bring a friend to do the census and you both get tickets to the game. See our website for a list of events near you.

Do your census at the match on Sunday and get a \$25 food and beverage voucher, plus go in the draw to win a trip for 4 to see the Warriors play in Australia. Ts & Cs apply. Visit

www.census.govt.nz/warriors for info.

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tauranga

Stats NZ Tauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>

Sent: Wednesday, 26 April 2023 1:55 pm

To: Callum Doyle **s 9(2)(a)**

Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>; Sebastian Boyle <xxxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Sarah Kennerley <xxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Subject: Warriors static banner

Hi Callum

Can you put this into a static banner.

Win a trip for four to Aussie!

Fill in your census forms with us during the game and go in the draw to win a trip for four to see the Warriors in Australia.

You can find us at locations around the grounds.

www.census.govt.nz

0800 CENSUS (0800 236 787)

Logos

Static Big Screen Specs

1920 by 1080, transparent png if needed for frames

Ngā mihi,

Mel

From: [Jiana Benham](#)
To: [Mel Branch](#); [Doyle, Callum](#)
Cc: [Anthony Clearwater](#); [Richard Stokes](#)
Subject: Re: Why videos
Date: Thursday, 27 April 2023 3:26:26 pm
Attachments: [image001.gif](#)
[Estimate number STA0155_1\[83\].pdf](#)

Kia ora Mel,

That is great to hear. For our financial SOX process, can you please approve the estimate with the following: *I approve estimate* STA0155 1 for \$4,782.31.

Cheers,
Jiana



Jiana Benham

VMLY&R | Senior Account Director

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>

Date: Thursday, 27 April 2023 at 2:59 PM

To: Doyle, Callum s 9(2)(a), Jiana Benham

s 9(2)(a)

Cc: Anthony Clearwater <xxxxxxxxxxxxxxxx@xxxxx.xxxx.xx>, Richard Stokes

<xxxxxxxx.xxxxxx@xxxxx.xxxx.xx>

Subject: Why videos

Hi guys

We can't sign off the budget for the 45 sec video – it's too expensive for a one off. We can sign off the 15 sec though.

Thanks'Mel

Mel Branch (pronouns: she/her/hers)

Senior Advisor Marketing – 2023 Census | Kaitohutohu Matua - Māketetanga

Stats NZ | Tauranga Aotearoa | stats.govt.nz | s 9(2)(a)

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Warriors Game Day Activation Brief



WARRIORS INFORMATION

WARRIORS CONTACT	Nat Eady / s 9(2)(a)
WARRIORS ADDRESS	Mt Smart Stadium, 2 Beasley Avenue, Penrose, Auckland 1061

GAME DAY ACTIVATION REQUIREMENTS

- Pack in / out timings will be supplied week of activation
- Vehicle lock down occurs an hour before gates open
- All vehicles must be driven off site or (if used for activations) locked in position
- Activations must be fully set up 45 mins before gates open
- Auckland Stadiums cannot offer storage solutions; please advise if storage is required for any items that you are bringing on site

REQUIRED DOCUMENTS - *please provide alongside the completed game day activation brief*

- Site recces / activation mockups
- Health & Safety form

ACTIVATION APPROVAL PROCESS

All activations are subject to approval. One New Zealand Warriors and Auckland Stadiums hold the right to refuse any activation that is below standard or unsuitable for the environment. By completing this application you acknowledge that all information is correct and will be executed as per this document. If there are any changes to the information provided in this document you are required to notify the One New Zealand Warriors to confirm changes.

CLIENT INFORMATION

CLIENT	Stats NZ Census	
PROJECT MANAGER	NAME	Lana Brown Asilika Aholelei
	PHONE	s 9(2)(a)
	EMAIL	Lana.brown@stats.govt.nz Asilika.aholelei@stats.govt.nz

STAFFING INFORMATION

TEAM LEADER	NAME	Lana Brown Asilika Aholelei
	PHONE	s 9(2)(a)
	EMAIL	Lana.brown@stats.govt.nz
NUMBER OF ON-SITE STAFF	25	
NUMBER OF REQUESTED PARKING	5	

ACTIVATION INFORMATION

GAME DATE/S	30 th April 2023
ACTIVATION OVERVIEW	<p>We have 4 SPUR staff that will be at the entry points with handheld signs directing people to our marquee.</p> <p>Tutavake will provide the brief with these individuals with key points, if they have not completed their census to come see our staff.</p> <p>Tutavake will also brief our staff on their roles and expectations around getting people counted. Checking of our database to ensure they haven't completed and then quickly supporting them to complete.</p> <p>Once completed to provide them with Merch and go into the draw for the Trip to the Warriors vs Dolphin game in Australia. Health and Safety brief also given at the same time for everyone.</p>
CONTENT CAPTURE <i>PLEASE NOTE: Gameplay filming is prohibited</i>	<p><i>Will your team be capturing content of the activation site?</i></p> <p><i>If yes, please indicate where it will be posted.</i></p>
PREFERRED SITE SIZE	4 x 4m

PACK IN / OUT CONTACT	NAME	Roxane Merveille
	PHONE	s 9(2)(a)
	EMAIL	s 9(2)(a)
PACK IN DATE & TIME	DATE	Sunday 30 th April
	TIME	11.30am
PACK OUT DATE & TIME	DATE	Sunday 30 th April
	TIME	6pm
POWER REQUIREMENTS	List any specific requirements.	
<i>PLEASE NOTE: Exhibitors are responsible for all power supply and set-up costs</i>		
ASSET LIST		
HIRED EQUIPMENT	4 tables (one for each entry point) 8 chairs 4 marquees (one for each entry point)	
FOOD / BEVERAGE	<i>Does your activation require food/beverage?</i> <i>If yes, please advise requirements.</i>	
ADDITIONAL SUPPLIERS	<i>Are you working in conjunction with another supplier?</i> <i>If yes, please provide an overview.</i>	

From: [Roxane Merveille](#)
To: [Anthony Clearwater](#); [Nat Eady](#); [Lana Brown](#)
Cc: [Sebastian Boyle](#); [Mel Branch](#); [Amanda Vaisigano](#); [Jasmin McQuinn](#); [Glenn Critchley](#); [Casey Mew](#)
Subject: Re: Census / Warriors Big Screen Content
Date: Friday, 28 April 2023 10:38:44 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[Census - Game Day Activation Brief completed.docx](#)

Hi Nat & Glenn

Here is the doc completed.

How does it work for accreditations? Do you need a full list of staff and car rego?

Thanks



Roxane Merveille

Account Director

s 9(2)(a)



12 Aitken Terrace, Auckland

www.spur.co.nz



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From: Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Date: Friday, 28 April 2023 at 10:17 AM

To: Roxane Merveille s 9(2)(a), Nat Eady s 9(2)(a), Lana Brown <xxxx.xxxx@xxxxx.xxxx.xx>

Cc: Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>, Mel Branch <Mel.Branch@stats.govt.nz>, Amanda Vaisigano <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>, Jasmin McQuinn <Jasmin.McQuinn@xxxxx.xxxx.xx>, Glenn Critchley s 9(2)(a), Casey Mew s 9(2)(a)

Subject: RE: Census / Warriors Big Screen Content

Morena Roxane

@Lana Brown do you have kit for these people to wear?

Thanks

AC

From: [Emmett Geoghegan](#)
To: [Amanda Vaisigano](#); [Ekta Chopra](#); [Suzy O'Connell](#)
Cc: [Anthony Clearwater](#); [Mel Branch](#); [Tracy Dillimore](#)
Subject: Re: Prize draw terms and conditions for sign off
Date: Friday, 28 April 2023 2:07:57 PM
Attachments: [image001.png](#)

s 9(2)(h)

Ngā mihi

Emmett

Emmett Geoghegan (pronouns: he/him/his)

Legal Counsel | Pou Whakahaere ā Ture

Stats NZ | Tauranga Aotearoa | [stats.govt.nz](#) | s 9(2)(a)

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From: Emmett Geoghegan <xxxxxx.xxxxxxxx@xxxx.xxxx.xx>

Sent: Friday, 28 April 2023 1:55 pm

To: Amanda Vaisigano <xxxxxx.xxxxxxxx@xxxx.xxxx.xx>; Ekta Chopra <xxxx.xxxxxx@xxxx.xxxx.xx>; Suzy O'Connell <Suzy.O'xxxxxxx@xxxx.xxxx.nz>

Cc: Anthony Clearwater <xxxxxx.xxxxxxxx@xxxx.xxxx.xx>; Mel Branch <xxx.xxxxxx@xxxx.xxxx.xx>; Tracy Dillimore <xxxxxx.xxxxxxxx@xxxx.xxxx.nz>

Subject: Re: Prize draw terms and conditions for sign off

s 9(2)(h)

Ngā mihi

Emmett

Emmett Geoghegan (pronouns: he/him/his)

Legal Counsel | Pou Whakahaere ā Ture

Stats NZ | Tauranga Aotearoa | stats.govt.nz | s 9(2)(a)

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From: Amanda Vaisigano <xxxxxx.xxxxxxxx@xxxxx.xxx.xx>

Sent: Friday, 28 April 2023 1:16 pm

To: Ekta Chopra <xxxx.xxxxxx@xxxxx.xxx.xx>; Emmett Geoghegan <xxxxxx.xxxxxxxx@xxxxx.xxx.xx>; Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>

Cc: Anthony Clearwater <xxxxxx.xxxxxxxx@xxxxx.xxx.xx>; Mel Branch <xxx.xxxxxx@xxxxx.xxx.xx>; Tracy Dillimore <xxxxxx.xxxxxxxx@xxxxx.xxx.nz>

Subject: RE: Prize draw terms and conditions for sign off

Thanks Ekta, Yes, that's correct. Appreciate you looking at this.

[@Suzy O'Connell](#) these can now be put up online [Draft T&C's Warriros Aus trip giveaway .docx \(sharepoint.com\)](#)

Thanks

Amanda Vaisigano

Senior Advisor Communications – 2023 Census | Kaitohutohu Matua Whakawhitiwhiti – Tauranga 2023

Stats NZ | Tauranga Aotearoa | stats.govt.nz | MOB: s 9(2)(a)

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From: Ekta Chopra <xxxx.xxxxxx@xxxxx.xxx.xx>

Sent: Friday, 28 April 2023 1:14 pm

To: Amanda Vaisigano <xxxxxx.xxxxxxxx@xxxxx.xxx.xx>; Emmett Geoghegan <xxxxxx.xxxxxxxx@xxxxx.xxx.xx>

Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxx.xx>; Anthony Clearwater <xxxxxx.xxxxxxxx@xxxxx.xxx.xx>; Mel Branch <xxx.xxxxxx@xxxxx.xxx.xx>

Subject: RE: Prize draw terms and conditions for sign off

Hi Amanda,

This looks good to me. Just made a comment around dates, should it be 30th April and not May?

Ngā Mihi,

Ekta Chopra (pronouns: she/her)

Security Consultant | Mātanga Haumarutanga

Stats NZ | Tauranga Aotearoa | stats.govt.nz

Mail: xxxx.xxxxxx@xxxxx.xxxx.xx

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From: Amanda Vaisigano <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Sent: Friday, 28 April 2023 1:04 PM

To: Emmett Geoghegan <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Ekta Chopra <xxxx.xxxxxx@xxxxx.xxxx.xx>

Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>

Subject: RE: Prize draw terms and conditions for sign off

Hi Emmett and Ekta,

I haven't heard back from you on this. Could we please get these reviewed urgently today? They need to go online ASAP.

Thanks

Amanda Vaisigano

Senior Advisor Communications – 2023 Census | Kaitohutohu Matua Whakawhitiwhiti – Tauranga 2023

Stats NZ | Tauranga Aotearoa | stats.govt.nz | MOB: **s 9(2)(a)**

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[Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: Amanda Vaisigano

Sent: Wednesday, 26 April 2023 4:01 pm

To: Emmett Geoghegan <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Ekta Chopra <xxxx.xxxxxx@xxxxx.xxxx.xx>

Cc: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>

Subject: Prize draw terms and conditions for sign off

Importance: High

Kia ora Emmett and Ekta,

Please see here [Draft T&C's Warriros Aus trip giveaway .docx](#) some terms and conditions I have drafted for a giveaway/prize draw we are doing at the Warriors game this Sunday 30 April.

We would really appreciate prompt review of these as we are working to a tight deadline on this event that has been pulled together with very little notice.

Any questions or if you require further detail, please let me know.

Ngā mihi

Amanda Vaisigano

Senior Advisor Communications – 2023 Census | Kaitohutohu Matua Whakawhitiwhiti –
Tatauranga 2023

Stats NZ | Tatauranga Aotearoa | stats.govt.nz | MOB: s 9(2)(a)

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From: Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>

Sent: Wednesday, 26 April 2023 3:53 pm

To: Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>; Anthony Clearwater <Anthony.Clearwater@stats.govt.nz>; Mel Branch <Mel.Branch@stats.govt.nz>

Cc: Sarah Kennerley <Sarah.Kennerley@stats.govt.nz>; Richard Stokes <richard.stokes@stats.govt.nz>

Subject: RE: Draft T&C's for Aus trip

This is great Amanda

Please send to our privacy team – Emmett and Carlton.

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga,
Tatauranga

Stats NZ Tatauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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[Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: Amanda Vaisigano <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Sent: Wednesday, 26 April 2023 3:48 pm
To: Anthony Clearwater <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>; Suzy O'Connell <Suzy.O'xxxxxx@xxxxx.xxxx.xx>
Cc: Sarah Kennerley <xxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>
Subject: Draft T&C's for Aus trip

Here is a starter for 10 for the T&C's – add and subtract/change where you see fit. Should we get legal to review before it goes further?

 [Draft T&C's Warriros Aus trip giveaway .docx](#)

Will need a new place to live – saved here for the moment

Thanks

Amanda Vaisigano

Senior Advisor Communications – 2023 Census | Kaitohutohu Matua Whakawhitiwhiti –
Tauranga 2023

Stats NZ | Tauranga Aotearoa | stats.govt.nz | MOB: **s 9(2)(a)**

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From: [Mel Branch](#)
To: [Richard Stokes](#)
Cc: [Anthony Clearwater](#); [Suzy O'Connell](#)
Subject: RE: Warriors assets - Talent licence estimate for approval
Date: Friday, 28 April 2023 8:36:00 am
Attachments: [image001.gif](#)
[image002.gif](#)

Oh dear – okay, I need to let them know not to use both (not just one) – Anthony have you talked to them yet, do they know this already??

Mel

From: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Sent: Rāmere, 28 Paengawhāwhā, 2023 8:36 a.m.
To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Cc: Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx>; Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: RE: Warriors assets - Talent licence estimate for approval

Hi Mel

Checking with Anthony , but my view is not to use either 15 sec or 30 sec for this – instead talk to the Warriors about more MC content and use the stills on the screen.

Richard

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx >
Sent: Thursday, 27 April 2023 5:56 PM
To: Richard Stokes <xxxxxxx.xxxxxx@xxxxx.xxxx.xx>
Cc: Anthony Clearwater <xxxxxxx.xxxxxxxxxx@xxxxx.xxxx.xx >; Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Subject: FW: Warriors assets - Talent licence estimate for approval

Sorry Richard – being a bit dumb here – but from your earlier email I took it that we could run with the 15 sec Why ad at the Warriors game as that came in under \$5 for talent fees, but not the 45 sec ad – is that correct?

Just want to make sure I'm completely on the same page as you and Anthony.

Thanks you
Mel

From: Doyle, Callum **s 9(2)(a)**
Sent: Rāpare, 27 Paengawhāwhā, 2023 1:49 p.m.
To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx >; Jiana Benham **s 9(2)(a)**; Suzy

O'Connell <Suzy.O'Connell@stats.govt.nz>

Subject: Re: Warriors assets - Talent licence estimate for approval

Hi Mel,

Here are both estimates

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Doyle, Callum s 9(2)(a)

Date: Thursday, 27 April 2023 at 1:01 PM

To: Mel Branch <Mel.Branch@stats.govt.nz>, Jiana Benham s 9(2)(a),
Suzy O'Connell <Suzy.O'Connell@stats.govt.nz>

Subject: Re: Warriors assets - Talent licence estimate for approval

Hi Mel,

It is quite a high cost as there's a lot of talent, and stadium usage can get quite expensive. This might get negotiated down further from Tutu films, we can arrange for a refund of any additional spend if so.

It has the standard markup applied as part of the AOG agreement.

We also need to send the 15" estimate as this only covers the 45" video. In my earlier email, I did give the benchmark costs (attached for you).

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>

Date: Thursday, 27 April 2023 at 12:48 PM

To: Jiana Benham s 9(2)(a), Suzy O'Connell

<Suzy.O'xxxxxxx@xxxxx.xxxx.xx>, Doyle, Callum s 9(2)(a)

Subject: RE: Warriors assets - Talent licence estimate for approval

Hi guys

Just noting that the fee seems high – does this include any mark up, or straight talent fee? It will only be seen within the stadium and one or two times during the night.

Mel

From: Jiana Benham s 9(2)(a)

Sent: Rāpare, 27 Paengawhāwhā, 2023 12:14 p.m.

To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>; Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>;

Doyle, Callum s 9(2)(a)

Subject: Re: Warriors assets - Talent licence estimate for approval

Hi Mel,

We (the production company and ourselves) do not anticipate any issue with the talent not agreeing to the further use and have included a small contingency if additional negotiations are required. However, we need to get the estimate approved in order for the production company to engage/negotiate with the talent. The estimate can be retracted or amended if there is any issue with the talent agreement.

Cheers,

Jiana



Jiana Benham

VMLY&R | Senior Account Director

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Date: Thursday, 27 April 2023 at 12:00 PM
To: Jiana Benham s 9(2)(a), Suzy O'Connell
<Suzy.O'xxxxxxx@xxxxx.xxxx.xx>, Doyle, Callum s 9(2)(a)
Subject: RE: Warriors assets - Talent licence estimate for approval

Hi Jiana

Do does this mean we can or can't run the video until the talent have been contacted and agree?
There's no point approving the estimate if they aren't happy??

Please confirm urgently.

Mel

From: Jiana Benham s 9(2)(a)
Sent: Rāpare, 27 Paengawhāwhā, 2023 11:58 a.m.
To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>;
Doyle, Callum s 9(2)(a)
Subject: Re: Warriors assets - Talent licence estimate for approval

Kia ora,

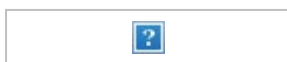
Further to the discussions you have had with Callum about licensing for the 45" edit for the Warriors game, we now have an estimate attached for the talent, music and voiceover.

Based on the urgency of this request the estimated costs are an indication only and are subject to agreement negotiations, pending talent are happy to feature again at the indicated fee.

Please let us know if you have any questions, or approve the attached estimate with the following: *I approve estimate STA0120 3 for \$15,267.83.*

Cheers,

Jiana



Jiana Benham

VMLY&R | Senior Account Director

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: s 9(2)(a)

email: s 9(2)(a)

vmlyr.com

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>

Date: Tuesday, 25 April 2023 at 4:01 PM

To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx >, Doyle, Callum s 9(2)(a)

Cc: Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx >, Anthony Clearwater <xxxxxxxxxxxxx@xxxxx.xxxx.xx >, Fleur Head s 9(2)(a), Jiana Benham s 9(2)(a)

Subject: RE: Warriors assets

Thanks Mel

Definitely use the Why if we can get licensing costs fast enough – definitely

Ngā mihi

Suzy

Suzy O'Connell (pronouns: she/her)

Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tauranga

Stats NZ Tauranga Aotearoa

Mobile: s 9(2)(a) | stats.govt.nz

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From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx >

Sent: Monday, 24 April 2023 6:55 pm

To: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Callum Doyle s 9(2)(a)

Cc: Sebastian Boyle <xxxxxxxxx.xxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <xxxxxxxxxxxxx@xxxxx.xxxx.xx >; Fleur Head s 9(2)(a); Jiana Benham s 9(2)(a)

Subject: Warriors assets

Importance: High

Hey Suzy

I met with Ants and Seb earlier this afternoon about Warriors and the coming game this Sunday 30th.

We need to provide a video and static image to the Warriors marketing team on Wednesday asap.

Requirements:

- Pre-game static call to action (1920 x 1080) and MC notes (Seb and Ants are working on the MC notes)
- 30-40 sec, half time video (1920 x 1080), immediately followed by Static image and call to action MC notes (Seb and Ants are working on the MC notes)

Seb has suggested the 2 x Why videos – which don't feature 7 March on them – we used one of these last time. Are you happy with this solution? Alternatively we could use nannies?

0:45: [When we all take part in the 2023 Census, all of us count - Tatau tātou - YouTube](#)

0:15: [When we all take part in the 2023 Census, all of us count - Tatau tātou - YouTube](#)

I've cc'd in Te Takere as they will need to get licensing costs for using these ads at the game on the big screen. Alternatively we play one Why video and have more static images (which means we won't pay as much license fees).

[@Callum Doyle](#) s 9(2)(a) can you please advise the licensing costs for both videos please?

Thanks

Mel

Mel Branch (pronouns: she/her/hers)

Senior Advisor Marketing – 2023 Census | Kaitohutohu Matua - Māketetanga
Stats NZ | Tauranga Aotearoa | stats.govt.nz | s 9(2)(a)

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From: [Richard Stokes](#)
To: [Anthony Clearwater](#)
Subject: RE: Warriors promotion
Date: Sunday, 30 April 2023 9:41:00 am

Thanks Anthony.

From: Anthony Clearwater <~~x@xx~~>
Sent: Friday, 28 April 2023 5:13 PM
To: Atawhai Tibble <~~x@xx~~>; Richard Stokes <~~x@xx~~>; Ru Tauri <~~x@xx~~>; Tracy Dillimore <~~x@xx~~>
Subject: Warriors promotion

Kia ora tīma

Just confirming that I spoke with the Warriors earlier and they have confirmed that as part of the agreement we are entering with them they will offer a trip for four to watch the Warriors play in Australia – everyone who completes the census at one of our related events in the lead up to and on the day of this weekend's game can fill an entry form. We will talk to them about how this happens practically but they are clear this is their offering.

We are also talking with the Warriors and Napier City Council about involvement in the game in Napier on 27 May – if this happens the draw will include people who complete the census at related events up to that game and choose to complete an entry.

We'll make sure the T&Cs reflect this.

Ngā mihi

Anthony

From: [Anthony Clearwater](#)
To: [Suzy O'Connell](#); [Mel Branch](#); [Amanda Vaisigano](#)
Subject: RE: Warriors static banner
Date: Friday, 28 April 2023 5:24:50 pm
Attachments: [image001.gif](#)

Thanks very much Mel – legend. Yes indeed a shame about the prohibitive cost of playing the video.

From: Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>
Sent: Friday, 28 April 2023 4:56 pm
To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>; Anthony Clearwater <xxxxxxx.xxxxxxxx@xxxxx.xxxx.xx>; Amanda Vaisigano <Amanda.Vaisigano@stats.govt.nz>
Subject: RE: Warriors static banner

Thanks Mel

Looks fine to me, shame we couldn't have had a video playing, but in the interest of speed, this is fine.

Ngā mihi
Suzy

Suzy O'Connell (pronouns: she/her)
Census Marketing Campaign Manager | Pouwhakahaere, Whakawhitiwhiti me te Māketetanga, Tatauranga
Stats NZ Tatauranga Aotearoa
Mobile: s 9(2)(a) | stats.govt.nz

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From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Sent: Friday, 28 April 2023 4:52 pm
To: Anthony Clearwater <xxxxxxx.xxxxxxxx@xxxxx.xxxx.xx>; Suzy O'Connell <Suzy.O'xxxxxxx@xxxxx.xxxx.xx>; Amanda Vaisigano <xxxxxxx.xxxxxxxx@xxxxx.xxxx.xx>
Subject: FW: Warriors static banner
Importance: High

Hi team – here's a generic static banner for warriors.

I've made it a different colour so it stands out from the pink one. Also it doesn't have an image as we'd have to get the talent fee relicensed for big screen apparently.

Let me know if this is okay urgently!

Mel

From: Doyle, Callum [s 9\(2\)\(a\)](#)
Sent: Rāmere, 28 Paengawhāwhā, 2023 4:32 p.m.
To: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Subject: Re: Warriors static banner

Hi Mel,

Here's a text only version as discussed. If approved will send FA

Thanks,

Callum Doyle



Callum Doyle

VMLY&R | Senior Account Manager

Hope Gibbons Building, Level 5, 7 Dixon Street, Wellington 6011, NZ

mobile: [s 9\(2\)\(a\)](#)

email: [s 9\(2\)\(a\)](#)

vmlyr.com

From: Mel Branch <xxx.xxxxxx@xxxxx.xxxx.xx>
Date: Friday, 28 April 2023 at 4:12 PM
To: Doyle, Callum [s 9\(2\)\(a\)](#)
Subject: RE: Warriors static banner

Oops pushed send before I wrote anything!

Can you please manipulate the attached, but have 'Time is running out to do the census' as the heading. Can you use a different image that will resonate more with the audience?

Mel

From: Mel Branch
Sent: Rāmere, 28 Paengawhāwhā, 2023 4:09 p.m.

To: Callum Doyle [s 9\(2\)\(a\)](#)

Subject: Warriors static banner

Mel Branch (pronouns: she/her/hers)

Senior Advisor Marketing – 2023 Census | Kaitohutohu Matua - Māketetanga

Stats NZ | Tātauranga Aotearoa | stats.govt.nz | [s 9\(2\)\(a\)](#)

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From: [Lana Brown](#)
To: [Lafaele Mapusua](#); [Simone Barrett s 9\(2\)\(a\)](#); [Roxane Merveille](#)
Cc: [Asilika Aholelei](#); [Tutavake Atai-Petero](#); [Anthony Clearwater](#)
Subject: Re: H&S Documents
Date: Sunday, 30 April 2023 7:16:16 am

Thank you Lafaele for sharing the document.

Simone/Nat we are happy with the suggestions with the 4 entry points and spots for our team to be located. Appreciate being able to be indoors for some areas and away from the awful weather out there.

We shall see you soon.

Thanks
Lana

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From: Lafaele Mapusua <xxxxxxx.xxxxxx@xxxxx.xxx.xx>
Sent: Sunday, April 30, 2023 4:45:16 AM
To: Simone Barrett [s 9\(2\)\(a\)](#); [s 9\(2\)\(a\)](#) Roxane Merveille
[s 9\(2\)\(a\)](#)
Cc: Asilika Aholelei <xxxxxxx.xxxxxx@xxxxx.xxx.xx>; Tutavake Atai-Petero <xxxxxxx.xxxxxxxx@xxxxx.xxx.xx>; Anthony Clearwater <xxxxxxx.xxxxxxxx@xxxxx.xxx.xx>; Lana Brown <lana.xxxxx@xxxxx.xxx.xx>
Subject: RE: H&S Documents

Malo ni Simone,

Apologies for the late email.

Thank you for providing the contingency plan below if the weather become more of a hinderance tomorrow – we will liaise with Nat in the AM.

Please find attached the H&S doc as per your request.

If there is anything missing, or that you have questions about please let Lana or myself know.

Kia manuia,

Faumuina Lafaele Mapusua (he/him/his)

Faufautua Sīnia | Kaitohutohu Matua | Senior Advisor – Pacific Engagement

Tagata Tiriti Learning and Capability (Tagata Moana | Pasifika | Pacific)

Stats NZ | Tauranga Aotearoa | [stats.govt.nz](#) | [s 9\(2\)\(a\)](#)

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From: Lana Brown <xxxx.xxxxx@xxxxx.xxx.xx>
Sent: Saturday, 29 April 2023 11:26 pm
To: Simone Barrett [s 9\(2\)\(a\)](#); Asilika Aholelei <xxxxxxx.xxxxxx@xxxxx.xxx.xx>; Lafaele Mapusua <xxxxxxx.xxxxxx@xxxxx.xxx.xx>
Cc: Roxane Merveille [s 9\(2\)\(a\)](#)
Subject: Re: H&S Documents

Hi simone,

That was provided in our document. Lafaele, could you share the document with Simone? Maybe she didn't get the original email which I asked Anthony to share that document?

Thanks

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From: Simone Barrett [s 9\(2\)\(a\)](#)
Sent: Saturday, April 29, 2023 11:14:45 PM
To: Lana Brown <lane.brown@stats.govt.nz>; Asilika Aholelei <Asilika.Aholelei@stats.govt.nz>; Lafaele Mapusua <Lafaele.Mapusua@stats.govt.nz>
Cc: Roxane Merveille [s 9\(2\)\(a\)](#)
Subject: H&S Documents

Hi team,

I can't locate any H&S documents from you for tomorrow.

With the windy conditions tomorrow, it is even more important this is provided and the stadium may not allow you to activate if this isn't provided.

Please note, depending on the wind tomorrow we may have to move your marquees to more sheltered areas. A reminder of the suggestions from the stadium below. Work with Nat to confirm these locations in the morning.

- **Gate A** – can locate themselves just through the gate to the right, next to the food truck that will be there.
- **East Stand/Lounge** - with the expected wind, I would suggest the one for the east stand/lounge entry we put them inside. When you walk through the main foyer doors there is a cupboard door on the right between the stairs and lift they can go in front of. Presume they are bringing pull up banners etc.
- **D-Zone** – you already have that one covered.
- **4th location** – might be a sort on the day, can try southeast corner. Think there is a free spot next to the merch van that a 3x3 should fit in. Might be a bit more sheltered too.

I look forward to seeing the required documents in the morning



Simone Barrett

Gameday & Events Manager

[s 9\(2\)\(a\)](#)

One New Zealand Warriors

Mt Smart Stadium | 2 Beasley Ave | PO Box 12-224, Penrose, Auckland 1642, NZ
www.warriors.kiwi



One New Zealand Warriors



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