



I'm here this evening to share some thoughts on how we might position our sector in the hearts of New Zealanders.



We love this kind of footage, and if you are in the sector you would think that it is rather a gorgeous clip - and it is!



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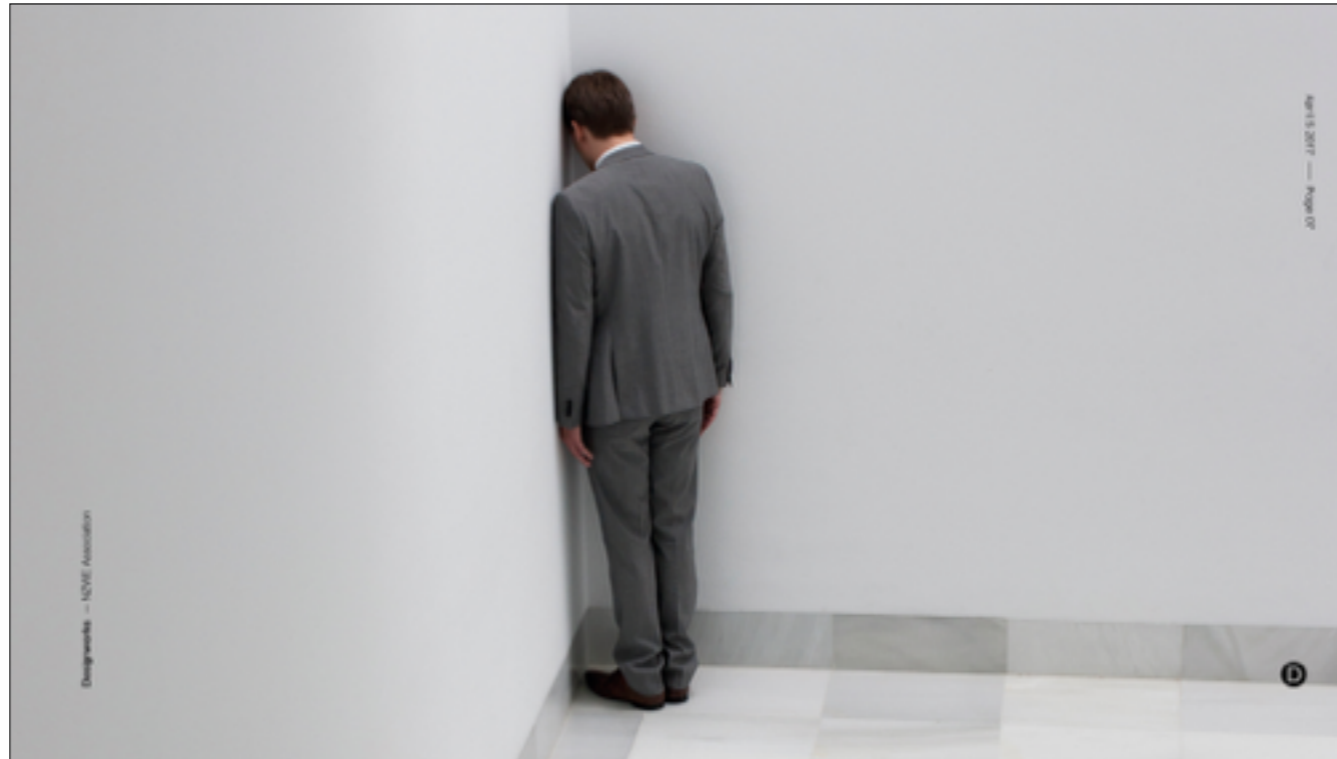


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You've all seen this kind of picture - holding that fish up to the camera to emphasise the scale. Currently we talk about how big we are - it's about the size of our turbine, how many megawatts we can produce, or the size of our blades. Like a lot of infrastructure industries, we believe it's the size of our tools that matter, and from an economic point of view - you are absolutely right - big is good!



But If we continue to focus on some of the very things that feed the negative perceptions of what we do, and defend the tools we do it with, we will end up talking to ourselves, missing the opportunity to engage NZrs and take them on the wind energy journey with us. Mike this afternoon gave us some great examples in the Australian landscape, how traditional ways of communicating the benefits of wind renewables, has largely fallen on deaf ears.



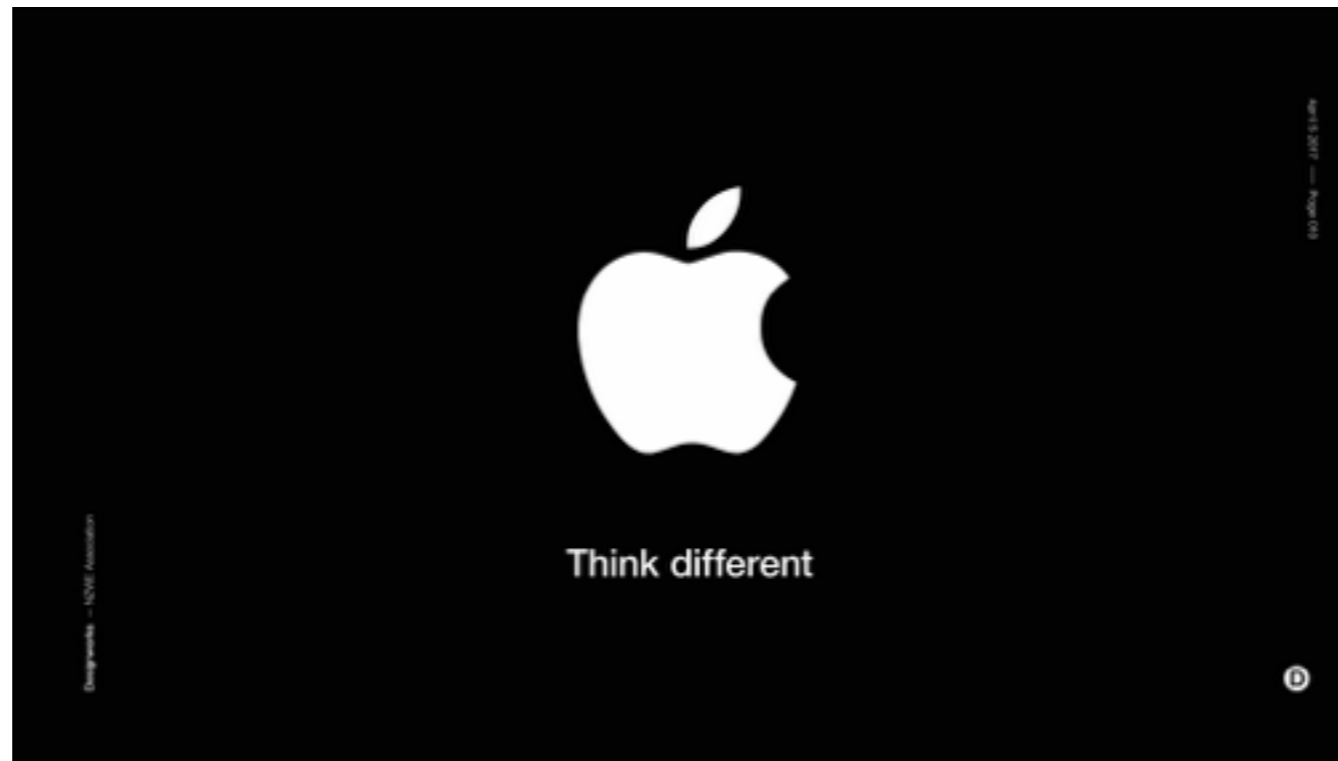
As Don Draper in Mad Men so eloquently put it “If you don’t like what’s being said - change the conversation”

But this isn’t just about advertising, great brands are ones that communicate and behave in a consistent way, in line with how they want to be perceived by their audiences - always with authenticity at it’s core.





Simon Sinek in 'It's all about the why' refers to 'The Golden Circle' when he describes how the best companies connect and engage their audiences. In his books he states "People don't buy what you do - they buy why you do it". Connecting them with a purpose and vision that engages at an emotional level and that these companies deliver to - everyday.



Apple is a great example, “they believe that in everything they do they challenge the status quo, they believe in thinking differently:-

With this purpose at their core, they have re-imagined the experiences and interactions with devices that are now ubiquitous in our everyday lives.



And the way the communicate this - It's not what it is - a music player or an MP3 player - it's what it gives - a thousand songs in your pocket - I



Air New Zealand - from the moment you log on to the website, open the app, use a lounge, check-in, or board an aircraft - you are experiencing a taste of New Zealand - and it's the choreography of this seamless experience that reinforces their purpose



A sense of purpose that captures the essence of the part that dairy farming plays in the fabric of New Zealand, from the passion for dairy farming that is passed from generation-to-generation of farmers, through to the nutritional benefits of including their products in your lives everyday.





Re-inventing an institution. No longer stuffy clubs with a dwindling membership, they are now focusing on becoming hubs of their local community - connecting new generations of NZrs with the sprit of ANZAC.

All these brands have common attributes:

- They know who they are and what they stand for
- They deliver on their promise
- They are consistent in the way the communicate
- They are distinctive and they know how to remain relevant - staying in touch with the changing needs of their audiences.

What got us to here - isn't going to get us to there



So What about us?

How do we shift, and take our audience - New Zealanders, on that journey with us?



As we know there are massive global shifts in the way we view energy generation and consumption in the world today.



And industry and consumers are also changing the way they consume energy, making informed and considered decisions about where their energy comes from and how they use it.

These decisions are based on personal beliefs and they are looking to align themselves with organisations with shared value sets.



At a local level, we are blessed with an abundance of renewal energy sources - but they also come with some challenges.





Our major rivers are nearly fully developed and expensive to develop further - with it unlikely there is going to be any major developments on our major river systems in the foreseeable future



As can be seen by our recent summer - sun in NZ can be a fickle beast. And we have a challenge in the hours that the sun doesn't shine - and we know it's going to happen for at least 10 hours every day.



Localised and relatively expensive to build the infrastructure to utilise it.



What we have in abundance of in NZ, is wind

Although wind energy was initially embraced in NZ, there are now some new challenges





Areas that previously embraced wind generation are now placing barriers to further development, or redevelopment, of existing sites. And as Andy pointed out - the existing RMA framework allows subjective perspectives to come to the fore.





Developments are not getting past the consent stage due to concerns with visual pollution

The general concensus seems to be - 'not in my backyard'



So rather than trying to justify the tools of our trade and defending our position - we need to shift. From what we do - to why we do it - what we believe in.  
So - By contributing 20% of New Zealand's energy needs by 2030, what have we helped New Zealanders achieve?



And wouldn't it be great if we could bust through that 20% and have the whole of New Zealand cheering us on.

But to do this we need to shift - from generators to enablers



To a sector that communicates our why - 'powering a sustainable New Zealand'

And we need to connect and engage our audience with this type of message.

So what might that future look like?

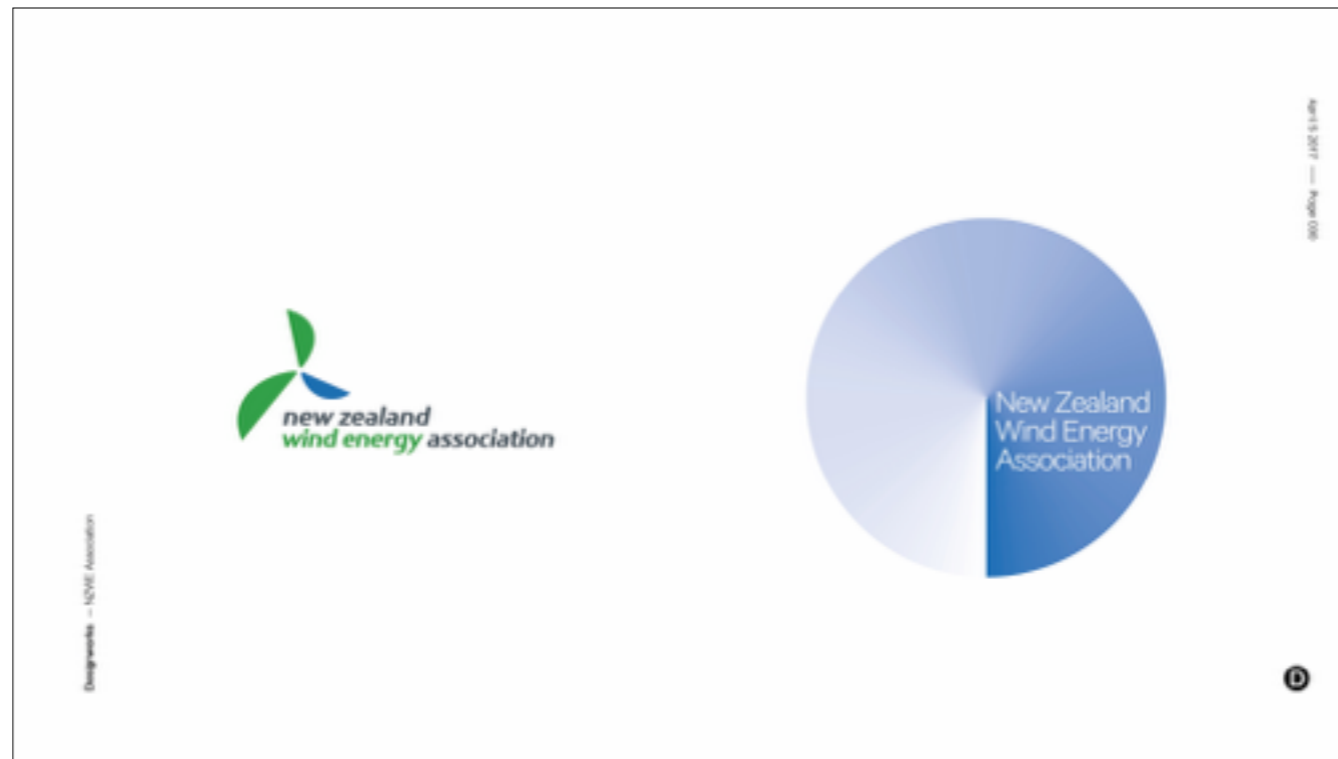




Taking our inspiration from the wind - connecting and communicating through a visual language that captures the essence of what wind means to people - freedom, freshness, sustainable, effortless.

Wind that helps them to live the life they choose with energy that is renewable and sustainable -





Moving from generators - to enablers



So lets stop talking about our tools and start talking about what we believe

Wind is a part of our everyday lives, and we love it!



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