

The Agency Project

Georgie Gaddum - *Design Lecturer*

Lisa James - *Wintec Circle Manager*



*Brand
new
pilot
project*

How did it start?

The Agency is an attempt to re create an advertising and public relations agency using third year Mediarts senior students working on real briefs from industry.

Staff of Wintec's Mediarts have had the agency idea for a few years, but it needed to be put into action.

So when...

...Wintec's Alumni Circle approached Wintec's Mediarts wanting some help from staff and students to help launch their new presence at Wintec...



Wintec
WAIKATO INSTITUTE OF TECHNOLOGY



...Wintec's Mediarts said, this is the pilot project we have been looking for!



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- Chance to choose the clients – nationally and internationally.
- Different staff can be utilised according to their professions – example: illustrators, musicians, sculptors, painters and drama tutors.

Bare bones



Who is Wintec Alumni Circle?



- Brand new venture
- Only 1.5 years old
- Set on-site in Wintec
- Focused on re-connecting Wintec alumni students with other alumni students as well as the Wintec supporters.
- Very interested in utilising the students within Wintec, to create a relationship while they are studying here and because it is founded on Wintec students.

First pilot project brief

- We tried to keep the outcomes quite simple and 'old school'
- Brief: To create a new brand identity and the first run of print and web media to send to Wintec Alumni as well as supporting businesses.
- Outcomes:
 - Link logo
 - Link logo branding guidelines
 - Link Magazine
 - Website layout
 - E newsletter

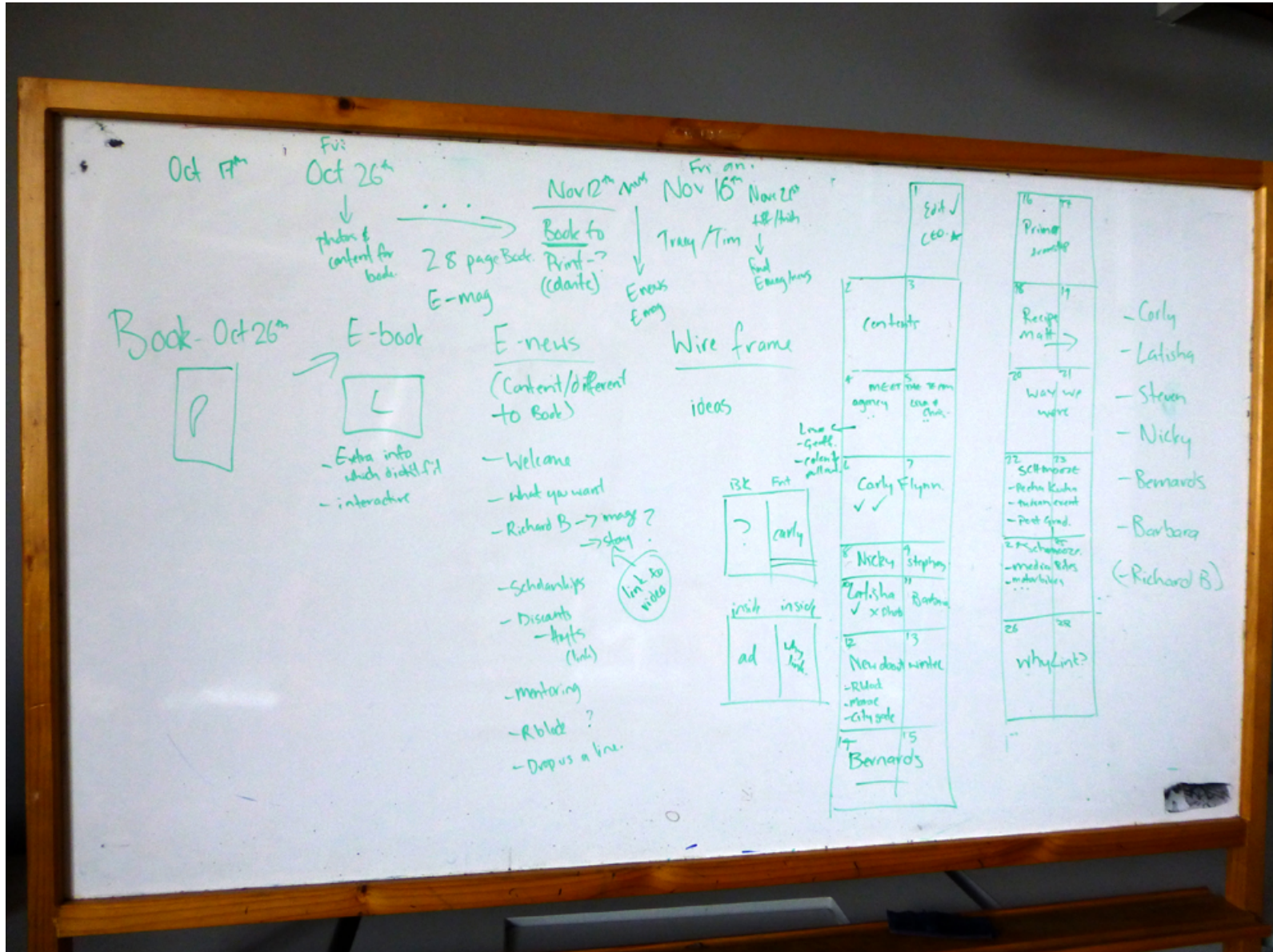
The team in action



The team in action



The team in action



Started with Full Circle magazine



Changed it to Link magazine



Link logo branding guidelines



The final booklet



The Agency team



MEET THE TEAM

Photographed by Lisa James

THE AGENCY

Link magazine is the first completed brief assigned to third-year students enrolled in The Agency - a new exploration in teaching industry skills across a multi-disciplinary model with real clients. As part of the Bachelor of Media Arts commitment to provide industry-ready graduates The Agency attempts to mirror team-based creative work in industry. The Agency offers senior students from different pathways in the Bachelor of Media Arts the opportunity to work together on projects sourced from the not-for-profit sector.

For the Link project, The Agency pulled together graphic design, photography and journalism students. Each year The Agency will source new projects, and offer students the opportunity to work in professional teams to strict deadlines.

Team: Tim Carter, George Gaskum (Design Editorial), Tiffany Hocking, Tracy Smith, Nicky Cox, Core Mitchell, Charles Hodge (Journalism Editorial), Robert Brock, Rex Kelly, Zakir Hossain, Kim Leubacher (Editorial Support).



LISA JAMES
Alumni Circle Manager

I love being back at Wintec. I still credit Wintec with giving me the confidence and ability to apply myself to anything, and the skills and training I took from Wintec have taken me around the world. I am proud to support others on their own journey.

I completed a Bachelor of Media Arts at Wintec in 1998 after growing up on countless dairy farms in the Hawke's Bay with sheep-milking parents. After graduation I moved to enter the UK as a working holidaymaker and hit the road. I had some fantastic experiences, while overseas, but was eventually forced to come back to New Zealand by lack of a work visa, and a feeling that it may very well be time to 'grow up' and get a serious career.

Temporarily penniless and homeless I was forced to return home to mum and dad in Hamilton. I was adamant that Hamilton was now too small a 'town' to contain me, and that bigger and brighter shores beckoned. On returning to Hamilton I found a city that was growing up itself, with a great attitude and big plans for the future, and decided to stay.

Not only did I stay in town, I started working at Council, where staff were encouraged to 'shape the city' they lived in. I had the opportunity to be involved with some fabulous events and met some wonderful people who were determined to mark Hamilton on the map as a great place to live and work.

In 2011 I started at Wintec to launch the Wintec Alumni Circle - this is the first time Wintec has formally supported its graduates and we plan to build a global network of people who are proud to have studied at Wintec, and will support our graduates no matter where they are in the career, or where they are in the world. We think Wintec, and our graduates are making their mark nationally and globally and I look forward to celebrating your successes!

Photographed by Tim Carter

CHRISTINA STEWART
Alumni Development

Education is really important to me. After studying for many years and then working for two different tertiary institutes I can see what a huge difference education makes in people's lives.

I completed a Bachelor of Management Studies with honours in 2000 which proved to be a great launch pad to a career in human resources and communications.

In my spare time you can find me lurking the streets of Hamilton with my camera. I'm an avid photographer or 'lazing around the house with a book and one of our three cats.

In June I joined the Wintec alumni team and have especially loved chatting to you all on Facebook and LinkedIn.

To me, a successful graduate is someone who uses their training to get a job they love. It's great to be able to work in a role where I can help graduates at all stages of their career to develop their skills and talents.

It's been an exciting journey so far with Wintec and I'm looking forward to meeting more of you in person!



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PROFILE

A FAMILY THAT LAUGHS TOGETHER STAYS TOGETHER.

Writer by Brenda Kirt

It's common to have college graduates who work - but few families can boast of three generations who have successfully completed the paper chase.

On meeting the members of the "combined" Bernards family, it is immediately obvious they are completely at ease in one another's company. They talk freely, continuously crack jokes, and laugh. They talk freely, continuously crack jokes, and laugh. They talk freely, continuously crack jokes, and laugh.

What is particularly inspiring about the Bernards family is the support they give to one another in all aspects of their lives. And for family members, across three generations, have studied at Writex. There's Rick Bernards, who earned a Master's degree in music; then daughter Kristi (Bachelor of Arts in Music); then son Sam (Bachelor of Nursing); their son Tim (currently working her way through the Diploma in Enrolled Nursing); and Kristi's sons, Tristen and Jan, who both hold certificates.

Patricia, Rick Bernards, is thoroughly proud. He's been a lecturer at Writex since 1984 and was proud in getting up the music component of the Media Arts degree. "One of my goals was to help another and it was really fun," he says.

Rick is a distinctive presence around campus in his work uniform of shorts, black t-shirt, black jacket, black all topped by a mass of shoulder-length hair, no longer black, that would make Sandwich cover head. Mature students occasionally recognize him walking around campus. Bernards, you see, is a familiar legend.

As long-haired lead guitarist for Knightshade, the defunct "Hamrock" band from back in the day, he penned anthems such as "You don't need me," "Teenage Eyes" and "Out for the Count".

Taking of his Knightshade lead singer, Wayne Ellet, also works at Writex as the Facilities Manager in the IT department. He too walks the campus. However, his hair has changed. It's gone.

Kristi, graduated from Writex in 2000, with a Bachelor of IT. Quickly recognised for her leadership abilities, she was elected on to the Writex Council in 2008.

Married at 16, Kristi had three children by the age of 20, and managed to finish her degree at the same time. "I think the fact that Dad was already here at Writex gave me the courage to go back to

school and study."

Kristi's sister, Samantha Eltinger, (Bachel. Nursing) completed her nursing diploma at Writex next year alongside their mum, Toni Peters. Sam completed her Bachelor of Nursing degree this year and is now working at St Lukes Hospital. It was pregnant with her third child, after studying at Writex.

"I was just determined to do it."

Kristi is quick to come to her sister's aid, "Sam did incredibly well." says Kristi. Mum, Toni, inspired by her daughters, is currently studying for a Diploma of Enrolled Nursing at Writex.

"I came here because I helped Sam study for a couple of science exams and it was like... I can do this."

All agree that studying as adult students gives them an edge, as students and tutors alike.

"Adult students are so motivated to be here, often it's their own money on the line and they've got people relying on them to get it right. I don't think there has ever been an adult student who has bombed," says Rick. Not that Rick would ever allow students of any age to bomb.

Graduate Matthew Henderson remembers Rick fondly.

"Rick Bernards, he was a hard bastard. He doesn't make any apologies about it because the music industry, it's a hard industry and he would say... don't you come into my class without putting in the work cause I will not tolerate it," says Henderson. Of all the things that he learnt at Writex, it was Rick who instilled a strong work ethic that remains with him to this day.

Kristi's sons Tristen and Jan, have also studied for certificate courses in Media Arts at Writex.

Tristen holds a certificate in radio broadcasting and Jan a certificate in communication.

Their inspiration, again, came from the fact granddad Rick was close at hand to guide them.

As they wander off to have their group photo taken, Sam pulls me aside.

"I truly never would have made it without Kristi's help. She will never tell you herself but at the same time, I think the fact that Dad was already here at Writex gave me the courage to go back to

school and study."



SCHMOOZE

Wintec alumni are spotted out and about on and off campus schmoozing!

Research Administrator
Dave Smith and partner
Nina Churton at Explora,
Wintec's post-graduate
celebration and prize giving
in October.



Speech writer and Metro columnist
David Black, Wintec Times
editor, Jonathan Mackenzie, and
columnist Joshua Drummond at the
August Press Club which hosted
lawyer Greg King as guest speaker.
The Wintec Press Club, organised
by the School of Media Arts editor
in residence Steve Braithwaite, stages
three events a year.

Alex Rogerson, BMA Honours
graduate and Neil Hutchins,
postgraduate supervisor
Media Arts, at the Explora
celebrating session.



22 | 23 Link magazine 2012

Wintec Press Club editor
and
Wintec Press Club
editor
Wintec Press Club



Canon junior reporter
of the year (and Wintec
graduate) Jonathan Carson
chats to the Editor at the
Press Club held at the
Ferrybank on Graham
Street.

Chris O'Shea and Head of School
Wintec at Explora in
the Autumn in October.



Keeping in touch







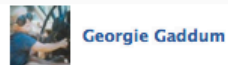
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Georgie Gaddum ▾

Link Magazine

Name	Size	Modified
 Claire	--	--
 Link Content	--	--
 Oldies	--	--
 Trish	--	--
 internship_presentation2.pdf	155.77 MB	6 days ago



FAVORITES

- News Feed
- Messages
- Events
- Photos

ADS

- Ads Manager

PAGES

- Midget Design
- Pages Feed
- Like Pages

GROUPS

- The Agency**
- Advertising Workshop 2...
- FUTURE HAPPY
- BINGO BLINK
- LCM – Advertising Work...
- Group 4 – Adverti...
- Group 6 Ad Workshop
- STAR Course Wed Sept 1...
- Advert group 7
- Papyrus (typeface) lover ...
- Create Group...

APPS

- App Center
- Games Feed
- Music

MORE

Chat is currently off. To chat with your friends, turn on chat.



The Agency

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Write something...



Georgie Gaddum

Hey guys and gals!!! thanks for ALLLLLLL everyone's hard work in getting the book done and all the very best for your intern presentations :)
There is a lunch which is KINDLY being put on by Lisa and Christina next Wednesday 1230 up in the agency. Hopefully everyone can make it?
Hope you're all having a good week :)

Like · Comment · Unfollow Post · November 21 at 12:55pm

4 people like this. [Seen by 7](#)

[View all 3 comments](#)



Tiffany Whaanga nom nom nom im in lol!
November 21 at 5:08pm · [Unlike](#) · [1](#)



Clare Mansfield Sounds Great
November 21 at 5:50pm · [Like](#)



Write a comment...



Lisa Pemberton

hey peeps: I have the mags – they look FAB–ulous! Tim and Tracey: I know you need them for the morning, so let us know when we can get them to you – I have to head out, but they will be here in the office for you....

Like · Comment · Follow Post · November 15 at 1:38pm near Hamilton

5 people like this. [Seen by 7](#)



Tiffany Whaanga YAY!! I'll pop in tomorrow
[Like](#) · [Reply](#) · November 15 at 4:54pm



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Estée Lauder New Zealand commented on Sarah Cullen's post on Estée Lauder New Zealand's wall.

[9](#) [3](#)

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iPhone 5 – Chat (Off)

Student's perspective

- Opportunity to work with a 'real client'
- Really impressive portfolio
- Worked collaboratively with students from other areas
- Learnt how to deal with real deadlines and problems
- Credits towards semester 2 papers

Staff's perspective

- New brief to work on
- Opportunity to work with a new client
- Opportunity for research outputs
- Opportunity to work with new students
- Successfully achieved the first agency pilot project
- Helped to manage the team on both sides
- Still learning best ways to simplify and make more of a collegial project

Client's perspective

- Great opportunity to work with a large collaborative team
- Excellent opportunity to connect with current Wintec students
- To see students assist with ideas for content
- Great interaction and insight to Wintec's Mediarts students and teaching
- Successful outcomes
- Recommending students for future projects outside the agency

Questions?

Thanks for your time