

CREATIVE SHOWCASE 2021

Graduating students share their creative mahi with peers, whānau and the public. What a feat!



THANK YOU

Thank you to our incredible tutors for their unwavering support and advice, even during the most trying of times; without you, we would not be where we are now.

Thank you also to our amazing peers for creating a safe learning environment and for the connections formed along the way.

Our time with Wintec has served as a stepping stone into our careers, we've honed our skills and produced work that we're proud of. This book is an example of our mahi, and we hope you appreciate it as much as we do.

DESIGN

Ashyra Duffin Azi MacPherson **Bailey Sunnex** Benjamin Colson Bofan Zhou **Brad Piper** Caitlyn Johns Cassandra Stockman Courtney Burchell Deone Herman Dion McMahon Elizabeth Mason **Finley Rowell** Fiona Owsley Hannah Moody Karen Zhong

Kelsey Smith

Kylie Fisher

La Sharn Satherley Liam Hall Logan Lewis Mengdi Chen Mikayla Pihama Mitch Cowdrey Monique Paul Nate Raffan Neave O'Toole Phoebe Robinson Rachael Crow Reuben Gilchrist Seth Strauss Shani Benn **Taylor Bourke** Te Rangihaeata Koroheke Thays Biodere

Theo Bailey

CONTEMPORARY

Emmelise Hattingh Melanie Aschenbrenner Mitchell Jellyman Pounamu Wharekawa Zarna Torpey

MUSIC & PERFORMING ARTS

Abigail Aneskha Kinney Jonathan Hawthorn Kat Hill Malia Otukolo Johnson Sherriden Ashley Roué-Walker Steve Tofa Tyrell Tamaki Zheng Gong (Leo)

COMMUNICATION Alexandra Paley Ashley Keyte Ben Wilson Cameron Alchin Cassie Owens Chelsea Satherley **Delaney Newton** Finlee Rickit George Thony Isaac Sherburn Kate Durie Maddy Morris **Riley Thomas** Sarah Tops Tayla Lawrence

JOURNALISM

Benjamin Wilson Hayley James Ricky Lam



















ASHYRA DUFFIN

I am passionate about sustainability in design and thinking, and I believe it should be integrated into everything we do. My design process is focused on bringing out the heart of the project through creative problem-solving. Using my knowledge of design and of the world, I like to take on projects that challenge my perspective so that I am constantly growing and learning.















AZI MACPHERSON

Hi, I'm Azi! During my time at Wintec I discovered my passion for illustration, branding, and packaging design—although I'm up for anything that comes my way. I really enjoy the challenge of the creative process, and love seeing ideas grow from the messy concept stage to polished final products. I'm excited to expand my skillset and see where the design industry takes me.













BAILEY SUNNEX

Hi, I'm Bailey and I'm a contemporary designer specialising in typography, branding, publication, and packaging. My approach to design is to prioritise grid structure and hierarchy while finding a balance between form and function. My philosophy has always been to create with purpose and clear intent. I'm just a down-to-earth human who is passionate about all things design. Get to know me more on Instagram, or send me an email.















BENJAMIN COLSON

Kia Ora! I specialise in publications, branding, illustration, and packaging. I am truly passionate about the work I create and every client that has approached me for work has become a life-long client. Even so, I love being brought new a project. Very few people, in my experience, have the opportunity to do exactly what they cherish/love as a job. Design has become such a poignant part of my life, so much so that I couldn't even dream of doing anything else. I've met so many amazing people through this degree and this line of work who have offered incredible insights into projects that I couldn't see. It feels a lot like destiny to be where I am.

penjamin.colson00@gmail.com | @ ben_by_design



















BOFAN ZHOU

Throughout my studies, I have preferred to incorporate my own cultural background into my designs as a way to better promote the culture from my country. For me, bringing more culture and humanity into a design is not just about adding to the work, but also about spreading culture in a broader way.



















BRAD PIPER

I am a visual communication student with a strong focus on brand identity development and rebranding. Obsessed with ideas, I aim to create a strong ideation process with every project, tempering creative concepts into solid solutions for challenging problems. I like to bring these ideas to life and give them purpose through physical prototyping, illustration, motion graphics, and bespoke typography.













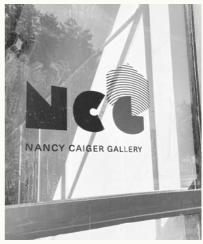
CAITLYN JOHNS

I love to create visual storytelling by combining digital design with illustration. As much as I love illustration, I have also thoroughly enjoyed logo animation, packaging, and publication. With my positive outlook on life, people have found me to be cheerful, friendly, and light-hearted. Drawing has been a passion of mine since I was young. As I've gotten older, I've tried to expand my knowledge by learning different methods and styles, something which has lead me to learn animation in my spare time. After graduating this year, I'm looking forward to starting the next milestone in my life, and building a career that I love and am passionate about.

cjohns2000@gmail.com | cjohns2000.myportfolio.com









CASSANDRA STOCKMAN

I'm a strategic and diverse thinker who values connection, and firmly believes in humble simplicity. I have an intense love for all things hospitality; food, places, spaces, exploration, and people—I love to find inspiration for my work in these things. I feel these things are the root of all connectedness, and that they're what makes us, as people, individuals. I'm a words person; I don't think that astounding design could exist without the fabrication of literature that got it there in the first place. After graduating, I hope to build identities and make visions come to life for a range of clients, using all the tools and strategies I've learned throughout my degree.

stockmancasey@gmail.com















COURTNEY BURCHELL

Kia Ora—I'm Courtney and this is a small collection of work from over the last three years of my bachelor's degree. I'm passionate about bold, thought-provoking, emotion-driven, and well-crafted design. My love for my craft has grown from my love for people, my natural surroundings, and my other creative practises. I see the world as a place of infinite possibility, and am so ready to step into it: to work hard at creating some crazy-good, top-quality design solutions that are charged by ingenious ideas and filled with limitless passion—while having fun and cracking a bunch of jokes along the way!

courtneyburchell16@gmail.com | @courtneyburchell_graphic











DEONE HERMAN

Building the foundation for my abilities is a slow and steady process which I take great heart in. My aspiration to grow and develop each day helps me with this. I love to learn new skills, building on old ones, learning new techniques, and coming up with creative ways to combine different fields to create interesting and unique solutions to problems. My specialties are in design, idea generation, conceptualisation, art, and 3D modeling. My strongest belief is that anyone can do anything with the right knowledge and guidance, regardless of age or ability. I'm a great supporter of people's right to learn, and my attitude drives me to always be determined to get the job done right.

deone.herman@amail.com











DION MCMAHON

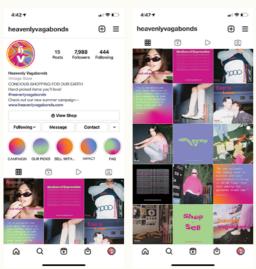
Ko Māungaroa tōku maunga, Ko Waikato tōku awa, Ko Tainui tōku waka, Ko Waikato, Tainui tōku iwi, Ko Ngāti Tamaoho tōku hapū, Ko Mangatangi tōku marae, Ko Dion McMahon tōku ingoa.

My time here has been both stressful and rewarding, as are all things that are worth doing.

Thank you.

dionmcmahon01@gmail.com













ELIZABETH MASON

My passion for the creative crafts stem from my empathy—I approach design in a very curious way, thinking about other people's perspectives and feelings, and how my work can impact them. I love the influence of my environment that drives my design—friends, family, fashion, media, sustainability—all of it stimulates my creativity without me even realising it. I love when my design has emotion and intent behind it. If I love the idea then I'll always feel proud. Wintec helped me to grow so much as a person and a designer and I met the best friends and tutors along the way:)











FINLEY ROWELL

Over the three short years I've studied at Wintec, I'm grateful to have gained a skill that will shape the rest of my life. Learning that graphic design is truly my passion has been hard and scary, but it is something I look forward to continuing learning about when I join the graphic design industry. As a Graphic Designer I most enjoy brand identity design, packaging design, and web design, but I like to think I'm a jack of all trades!













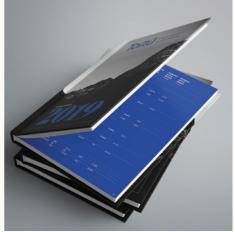
FIONA OWSLEY

Kia Ora! I'm Fiona Elsie. I am an Illustrator and Graphic Designer based in New Zealand. At present, I have three years within the design world. I specialise in illustration, publication, and packaging. I have always had a passion for illustration and design, and it has been incredible to turn that into a career. The clients I have worked with have become long term partners of my practice. I'm always eager for a new project, and enjoy the opportunity to make a client's vision become reality.













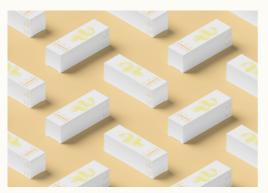






HANNAH MOODY

Hi, I'm Hannah! I am passionate about all things graphic design, but throughout these three years I have found a love for illustration, publication, and brand identity. I pride myself on being a hardworking and open-minded person. I love to experiment and learn new things. I am passionate about details, but I also love a bit of simplicity. I am excited to move into the industry and see what opportunities the graphic design world will bring to me.

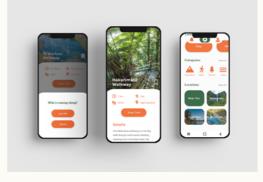














KAREN ZHONG

Hi I'm Karen. The thing that really got me into design was how people could effectively communicate their ideas in such a visually pleasing way. Throughout my study I've discovered that my interests within design lie with UX and UI design, poster design, illustration, and brand identity design. Though I have yet to refine my own style of design, after graduating I would like to keep improving my skills and gain more experience within the field of design.













KELSEY SMITH

I enjoy working solo and with a small team of passionate people towards creative goals and solutions. I am a logical and methodical thinker who likes to look at solving problems with a practical and uncomplicated approach. I have an introverted nature and extroverted personality, and love working on projects with likeminded creatives. I pride myself on my approachable and honest service. I am incredibly adaptable to new environments and love change and variety in a role – too much routine and repetition can make me feel stuck and I will seek out new challenges once I begin to feel I'm no longer being challenged.

kelsey.smith@hotmail.co.nz

















KYLIE FISHER

Graphic design is art, but art isn't graphic design... I am passionate about illustration and branding, and have had opportunities throughout my study to work with a variety of small businesses, local bands, organisations, city councils, and entrepreneurs; bringing visions to life through graphic design.















LA SHARN SATHERLEY

Kia ora! I am La Sharn, and I am a creative being. Throughout life I have found myself adding my own creative flair to everything I do, from the way I make my bed to the career I am driving towards. Studying a Bachelor of Design at Wintec in the Waikato has taught me the skills needed to be a professional creative. I love publication design the most, focusing on the perfection and preciseness of layouts, type and content, and weaving my own touch into these. This touch is a balance between hand-created and digitally-manipulated images/ideas, merging the two to create design that is crafted with thought and consciousness.













LIAM HALL

Choosing to study at Wintec has been one of the best decisions I've made in my life. Through the people I've met and the times we've shared, it has truly made me feel as if I was in the right place—I couldn't be more grateful for this influence as I head forward. When it comes to my work, I'm passionate about the conceptual side of design, the 'why' behind what we do. We never stop learning in life, and I find my time working in design to mirror this. I aim to create work that's exciting and inspiring, work that changes the way people think.

iamjackhall182@gmail.com | @liamhall___design



















LOGAN LEWIS

Throughout my three years completing this degree, I've learnt so much about graphic design and myself. I have made lifelong friends and have overcome many challenges. I can easily say it was the best decision I could've made, as I now have the skills and knowledge to take the next steps in life pursuing my goal to work in the industry. Though I love practising all forms of design, my passion lies within publication and branding design. The process of solving problems and seeing my work come to life is a reward in itself and has me excited to see what will come my way next.

loganlewis88@live.com

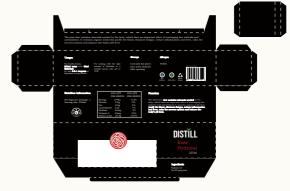














MENGDI CHEN

I specialise in Ai and ID software. During my study I worked as an intern for a Chinese media company for two months, and from this developed a good understanding of how projects are carried out and how the process works. I have strong writing and logical thinking skills, and during my internship I also tried my hand at copywriting, and achieved success with my work accepted by the client. I also did a two-month internship in a geo-engineering company working in administration which gave me an opportunity to learn additional skills to broaden my scope of work.











MIKAYLA PIHAMA

Kia ora! I'm Mikayla. I've learnt a lot over my time at Wintec, and have been able to develop and refine my own personal style as a Graphic Designer. I consider myself a hands-on creative with a passion for brand identity, who is inspired by creating a sense of connection through conscious design. My favourite part of graphic design is building meaningful brand identities that strongly reflect brand purpose and intention. I also enjoy the genuine connections you make from being part of people's journeys, and from bringing their ideas and vision to life.

pihamamikayla@gmail.com















MITCH COWDREY

I believe in proposing and finding solutions to problems. I look for things to fix or improve. I like to describe myself as a tinkerer/inventor who plays with purposeful ideas after defining problems. I believe defining the problem is a part of the solution. My design style is purposeful and developed from a functional mindset. I like to think beyond what I create, to how it matters in the world, and to who it affects. I believe design can solve a wide range of problems.



















MONIQUE PAUL

I was a very passionate storyteller growing up; I loved creative writing, until I stumbled across design and discovered another way of creating stories and communicating messages. I love creating design rich in meaning and emotion—creating a story in each project. My genuine passion and excitement for design is the driving force for my practice. When this enthusiasm meets colleagues or clients that love what they do, is when the most exciting and successful outcomes are produced. I wholeheartedly believe in the power of design for telling stories; each design decision is intentional.

moniquepauldesign@gmail.com













NATE RAFFAN

Hi! I'm Nate. I have always had a great interest in design. From a young age, I would find myself painting and drawing whenever I could; this passion lead to me studying at Wintec. During this time, I have worked on a range of digital and print projects, but projects I enjoy most are in illustration, publication, and packaging. These aspects of design have allowed me to refine my skills by working in different mediums, materials, sizes, and shapes.











NEAVE O'TOOLE

Design has been a part of my life since I can remember; with graphic design being everywhere, I am constantly being inspired by all things around me. I am passionate about illustration and love to explore different techniques and styles of illustration to create different work. My technical skills are in Illustrator, InDesign and Photoshop, and I am constantly developing these skills. I strive to create meaningful design that will stand out for clients in their target markets. I believe in helping people tell stories through graphic design, and believe a strong concept can be communicated through elements of design.









PHOEBE ROBINSON

Phoebe Robinson is a graphic designer, artist, and the CEO of Painted Limited in New Zealand. Painting, graphic design, and business, are Phoebe's specialities. Her full-time job is overseeing Painted Limited, and producing the brand's internet design. Phoebe has taken part in street art festivals and has held a residence at Melbourne's Everfresh Studios with other well-known street artists. Because many individuals enjoy the pleasure and mindfulness of creating, Phoebe decided to launch a business teaching people how to paint.













RACHAEL CROW

Hey, I'm Rachael. I have always been a creative person, but didn't tap into my full potential until the end of high school. Throughout my degree at Wintec my passion for design has been challenged, and I have learned skills that will help me succeed in my future career. I find myself enjoying designing publications and branding the most. I love to explore the limits of design and to see how far I can push them; I often use type and layouts to stretch these limits. I am excited to explore how 3D technology will be used in the future of design.















REUBEN GILCHRIST

I come from a background in joinery, specialising in furniture and kitchen construction. I have always been fascinated by the patterns that occur in architecture, art, and the natural world. Now I find myself drawing from my prior experience and knowledge and applying this to my design. Craftsmanship and systematic construction translate to form and function; I draw from these to conceptualise and convey alternative ways to visually communicate my ideas. I am always looking for ways to optimise my workflow; staying up to date with developments in technology and industry trends is an integral part of my development as a designer.

rk_gilchrist@hotmail.com | behance.net/reubengilchrist













SETH STRAUSS

Born and raised in Cape Town, South Africa, I moved to New Zealand in 2017. I have always had a huge interest in art, though struggled to find my place in it. I dabbled in painting, photography, and web design, and that all lead me down the same road towards one thing - graphic design. It's such a broad domain, but I have found my place within it; I love branding and creating something completely from scratch, working through a process. Trying new styles and aesthetics, and pushing myself to take something to an entirely different level, I am always on the lookout for inspiration, whether I'm doing it on purpose or not.

sethmstrauss@gmail.com | @seths.design











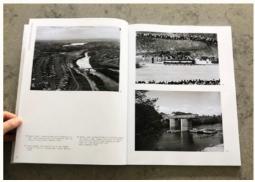




SHANI BENN

Hey, I'm Shani! I've learnt a lot from my years at Wintec studying graphic design, developing a variety of skills through my experiences. I enjoy all areas of graphic design but have grown a love for brand identity, photography, and illustration. I absolutely love the feeling of creating something that makes others feel inspired. I have grown immensely since the start of this degree, and I will carry what this learning for years to come.















TAYLOR BOURKE

This is a collection of my work from the last three years of sleepless nights, endless coffees, and many software crashes. I already had a strong love for graphic design before this degree; since studying, that love has grown to become a vital part of who I am—design feels like first nature to me. I keep passion and innovative thinking at the centre of the work I produce, and get excitement from pushing the boundaries when designing. I am very eager to get into the industry, and to keep learning about the creative domain I am passionate about. Graphic design continuously inspires me, and makes me excited for my future as part of such a creative world.

taylorbourke567@gmail.com











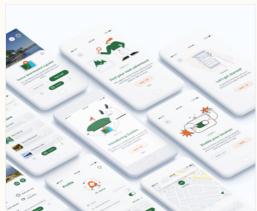
TE RANGIHAEATA KOROHEKE

Hi, I'm Terangihaeata. I'm a third year graphic design student at Waikato Institute of Technology and, among other things in life, one of my greatest passions that has grown in the last few years is graphic design; it's moved from one of those hobbies you place on the back burner to becoming a central pillar in my life. A lot of the inspiration for my work doesn't really derive from anything specific besides a key idea I hold close. This idea is a conjoining of the future and the past. Being Māori, I see a lot of my culture existing without something to hold it up, and by offering a more contemporary and modern platform in which to consume the culture, my hope would be to see it flourish.

terangikoroheke@gmail.com











THAYS BIODERE

With a focus on digital product design, I'm passionate about solving problems with a human-centred approach to create experiences through software. As part of my work routine, I am responsible for deeply understanding users' needs, prototyping, validating hypotheses, interviewing people, and developing solutions with product thinking. What I truly enjoy about being a designer is the ability to be creative in solving real-world problems. This provides me with the best outcomes.

Jim Quickly Realized That The Beautiful Gowns Are Expensive.







THEO BAILEY

Lots of my focus in design has been on branding and digital design, but I'm engaged in many different forms of the art of design. My work covers a range of design niches. My past projects have included packaging, app, web, typography, branding, and logo design. I am ambitious to create new and unique visual ideas by blending different inspirations and creating new aesthetic styles. A current interest of mine is type design, creating highly expressive typography. Type design inspires me because it is the basis of endless potential for ideas of different designs.

ttbailey801@gmail.com | @theo_bailey_designer

CONTEMPORARY ARTS













EMMELISE HATTINGH

Some of my favourite things are laughing and the process of creating. I am a South African with a proudly-held Kiwi citizenship. My super-power is being curious; I enjoy exploring analogue and digital creativity. I love working within multi-disciplines, such as painting, printmaking, illustration and ceramics. Inspiration for my paintings, illustrations and surface design comes from nature and the world that surrounds me. My work reflects my love of the quirky, wonky, and not-so-perfect. Through my studies I have discovered new techniques and applications within my art practice which I want to investigate and build upon.

emmelisehatt@gmail.com | @emmelise_hattingh















MELANIE ASCHENBRENNER

I am a tattoo artist, a multimedia artist that loves working with mixed media, and in my spare time I like to take photos. Originally I am from Munich Germany. I am passionate about building a tattooing and art career, and I am trying to make my mark in the Tattoo and Art world in Hamilton New Zealand. I live and breathe art, and I live my life to this quote by Jackson Pollock: "Painting is self-discovery. Every good artist paints what he is".









MITCHELL JELLYMAN

Throughout my time as a student, I have had the opportunity to work with almost every medium, and it has allowed me to test and expand on my abilities overall as an artist. Consistency is something that has never let me down, and variety has allowed me to develop my skills further than I ever thought I could. Currently I love digital illustration and I'm heavily inspired by gig posters; however, I have experience in a wide range of disciplines that include painting, merchandise development, and even clay sculpture.















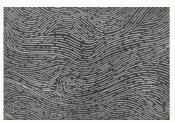
POUNAMU WHAREKAWA

Pounamu Wharekawa (Ngai te Rangi, they / themme / ia) is an angry indigenous bad bitch, fine artist, illustrator and muralist. They make art that speaks about intersections of identity through the lens of a queer, small town turned urban Māori living their best boring life in the big smoke of Kirikiriroa. Pounamu's art often straddles the line between the surreal and the mundane, seeing beauty in the everyday, and balancing quiet moments of peaceful introspection with undertones of inherited outrage. Their work is traditional pūrākau meets urbanised brat, using vibrant palettes to imagine a world where their ancestors and atua live on in technicolour.

pwfarr3ll@gmail.com | @pounamu.pounamu | pounamuwharekawa.com

















ZARNA TORPEY

My paintings and illustrations are inspired by both nature and fantasy. Throughout the course of my study, I have been able to experiment with and discover new processes. I found a love for screen-printing, and recently began exploring non-toxic printmaking processes. I often work with themes concerning the environment and conservation, but also more personal issues surrounding mental and physical health/wellbeing. Currently I'm exploring more illustrative styles which has led me to creating and painting designs for skate decks.



MUSIC & PERFORMING ARTS













ABIGAIL ANESKHA KINNEY

I'm the youngest of three and, naturally, singing very loudly annoyed my siblings when I was little, so of course it became my passion. I've been writing songs since I was eight years old, mostly for myself, but studying at Wintec has pushed me to reach out to people and offer my writing ability as a freelancer. Writing more songs has also encouraged me to release my own music under the name Aneshka. My love for music has developed as I have; studying has only cemented my passion and my dreams. In the words of my mum: "Your dreams didn't change, they just developed. You still want to be a musician; you no longer want to be Hannah Montana."

a.kinney626@gmail.com | fiverr.com/users/aneshkamusic/seller_dashboard









JONATHAN HAWTHORN

Jonathan is a performer, musician, and composer with a passion for musical theatre. Over the last 11 years, he has performed locally for theatre companies such as Hamilton Musical Theatre, Hamilton Operatic Society, Bold Theatre, and more. He has taken on the role of Music Director, with nearly four shows under his belt already. Two of these shows earned him Zony nominations for best vocal direction. He intends to further pursue his writing musicals endeavors. Currently he is in the midst of writing an original NZ musical alongside some of his peers. Keep a keen eye out for House Party sometime next year.

jonothorn66@gmail.com









KAT HILL

Kat enjoys all aspects of performing, whether it be singing, acting or dancing. She's had opportunities to contribute to the community, such as being in Hamilton Operatic Society's *Revolution!* and *Chicago*. She's been in local showcases such as *Superstars* in 2019, and even got a taste of screen acting as an extra in Proudly Asian Theatre's short film *Three Dots*. Kat will be moving on to postgraduate study in teaching at University of Waikato, after which she'll venture to Auckland and begin her professional acting career. Kat takes pride in her identity as a Filipino-Kiwi artist, and hopes to continue with Asian representation in the community.

katrinarosehill632@gmail.com















MALIA OTUKOLO JOHNSON

Malia has had a passion for theatre since a young age. She enjoys performing and working behind the scenes as an Assistant Stage Manager, Stage Manager, and Assistant to the Director. She still enjoys performing and say's it's an honour to work alongside such talented people. This past year Malia has had the opportunity to be a part of the Hamilton Operatic Society's production of *Chicago*, *Revolution Concert* and Bold Theatre's *Assassins*. She has also had the opportunity to go on tour with The ShowCase Group's production of *Madagascar* in Hamilton and Tauranga. She loves being part of such an amazing industry.

m.otukolojohnson@gmail.com







SHERRIDEN ASHLEY ROUÉ-WALKER

This year I was fortunate to work with a local Hamilton theatre company, Black Box Creative, in the 2021 season of *Heather's the Musical*. Having woked with director Melissa Martin before, I went into this production with high enthusiasm. In my work at another local theatre, Clarence Street, I have been able to gain knowledge of what it is like to work behind the scenes of a show season, particularly during the time Hamilton Operatic Society produced *Chicago*, directed by David Sidwell. My experiences have given me the opportunity to watch the magic come to life, just as the audience members walk through the door of the theatre.

sherriepopx@gmail.com











STEVE TOFA

Samoan born Steve Tofa is a singer/songwriter/multi instrumentalist and producer from Aotearoa (New Zealand). He released his debut album *The Barefooted Beast* in 2019, receiving a Top 20 - New Zealand Apra-AMCOS Silver Scroll Award nomination in 2020 for his genre defying *Bone That Needs Pickin'*. With a sound described as 'alt country and acoustic folk/rock', he has another album in the works with several standalone projects and singles to complete. Look out for *The Koko Stax* project out November.











TYRELL TAMAKI

Tyrell is an up and coming musician, singer, and songwriter performing out of Hamilton, New Zealand. As well as performance, Tyrell's professions are in songwriting, composition, audio production, and live sound. Tyrell's music is influenced by blues and rock tones, and even considering his classical vocal training, his voice sits firmly in soul and RnB. He is moved by the homesick and heartbroken lyrics from the likes of Morgan Wallen and Luke Combes, all the way through to the driving beat of punchy electronic dance tracks.











ZHENG GONG (LEO)

Hi everyone, this is Leo. I am an international student from China. I studied commercial music and have completed my Bachelor's degree at the School of Media Arts. My work is mainly in music composition and post-production mixing. During my time at Wintec, my original music works have mostly been film and video game soundtracks, which included a variety of styles such as; orchestral music, new age, rock, and so on. I think using music as a language to describe the story of the screen is a beautiful thing. After graduation, I'm interested in exploring electronic pop music which will be a new field for me and full of challenges.

807334266@qq.com | music.163.com/#/artist?id=33711136



COMMUNICATION

ATIVE ARCHIVE

y dic ket

of social media in digital marketing an essential ol for busine at strategy yo ormous audie

The Waikato Independent

Young Hamilton judoka grapples his way to the top





Get the full story

THE RESERVENCE OF THE PARTY OF





The Waikato Independent

The importance of Matariki within ECE









The Waikato Independent

News for Waikato and beyond by Wintec journalists

From playful pups to darling dogs

Upon entering the Walkato Canine Obedience Club, my first thoughts were, "Wow, I can't be never knew about this place!"

run around. It is safe to say this spot is perfect for every pooch.

Great Danes, and everything in between, it is obvious that the club does not discriminate.

I, personally, have a passion for dogs. I have grown up around dogs such as border collies and fox terriers. I have had the privilege of accessing first-hand knowledge about dog handling and safety considering it was such a big part of my childhood.

This is why I wanted to visit the Walkato Canine Obedience Club: I am aware of how important it is to share this knowledge.

to gain a become insigns into one purpose or intercals, it set in on times into tession or term intercing. This involved all the new and returning dog owners to be introduced to each other in order to develop some understanding of what is so be expected of the coming term.







ALEXANDRA PALEY

Throughout my journey I have put my skills to the test in various aspects of marketing and communication. I have experience under my belt working in a Marketing Assistant role for a rescue helicopter charity—something I have found a passion for. My dedication to creating brand awareness, collaborating with other creative minds, and implementing both digital and traditional marketing campaigns is something I pride myself on. Outside of the office, I am committed to the plant-parent life, owning a mere 50-odd plants (and counting). I am happiest when I am outdoors and living an active lifestyle. I cannot wait to see where my creativity leads me!

alexandrakpaley@gmail.com | linkedin.com/in/alexkpaley













ASHLEY KEYTE

I love to wear creative hats as I work on a variety of projects! My degree has prepared me to succeed well in my new Junior Account Manager role in a digital marketing agency. I have enjoyed collaborative projects, working with real clients, and gaining work experience through my internship. I have also completed Google Ads certifications, design electives, and have grown an online presence for my book that I have launched. My constant thrill for exploring new ideas helps me exceed while working in a collaborative team space. I am a highly motivated person who is always looking for ways to push myself out of my comfort zone to bring new ideas to reality.

ashleykeyte17@gmail.com | https://tinyurl.com/v3xjx429















BEN WILSON

I'm a storyteller with a fondness for video. A video's ability to tell a story is what influences me to experiment and explore new ways of expression within my medium. There are countless ways convey a story through video, whether it be a documentary, music video, or experimental film. Video can achieve a depth that not many other visual mediums get the chance to. The ability to explore more and more avenues of storytelling is what inspires me to push my boundaries as an individual, and as a creative.







CAMERON ALCHIN

My name is Cameron, I am 26 years of age from the Waikato. I am a Bachelor of Communication graduate. I specialise in social media marketing with skills in other areas such as video creation and graphic design.















CASSIE OWENS

Hey! I'm Cassie, a Hawkes Bay made and Hamilton grown content creator, confident communicator, above-average coffee consumer, and part-time bartender. I have a passion and drive for people, and for creating memorable experiences alongside them, and organisations. Through the multiple projects I have worked on, I finally found my true passion for anything and everything to do with events!















Our Swasty Baerer diaper hag backpack has all the usual features you may find in a diaper hag with litesquited stroller straps, half in wips poolet and a chapping part first smap more fasters like the insulated die poolet in leveling blove betties warm. 2003 part is you can charge your phone or bibliot on the you away they are poolet for your lappon of their guide Access times. Molet had caccess are the part of the part had poolet for the part had poolet for the part had poolet for the part of the part of the part had poolet for the part of the part of the part of the part had poolet for the part of the part of







CHELSEA SATHERLEY

I communicate: I have learned a lot of communication skills from my degree and through personal relationships. I am good at problem-solving and dealing with conflict. I commit: I have always been a loyal person and someone you can trust. When I'm in the workplace I am committed and will give 110%. I collaborate: I am always a team player who contributes ideas, sees things from another's point of view, and listens to others while still being independent.

London calling to the faraway towns...

No Colores Naveton de November 19, 1979



Part One

With the floods of people that walk the heards streets of London every day, it would come as no surprise to brush shoulders with an enthrafied Kiwi. New Zealanders have been crossing the oceans for decades, all in search of the utter excitement travelling alread has to after.

Lendoners do" on a two-year working holiday."

ccording to a 2016 study conducted by Suchicu, New Zwaland had one of the highest percentages of the native-born population living overseas.
4.1%. It's loter that the temptation of living abroad is just too hard to resist for some New Zinalanders, who are more than ready is group the new qualitation and the bound the Parties.



Part Two

Someone who experienced the great Kiwi O.E (Overseas Experience) first-hand was Laura Dison.

feeling as though her life had become a listle too mundane, she knew she had so gain some life experience and break away from small-town living were cought into working full-time, so this adulthood quickly."

"We'd do these sheds on our AB run, in the middle of nowhere.

When we drove out of there on the last day, I screamed out the window 'see you never again." $^{\prime\prime\prime}$

ironically enough, site is still there, back donning her blue overalls. Sophie, who had always dreamt of travel, was impired by films, books, and ultimate her Grandma.

"Id seen photos and heard stories of her adventures," she seed, "It's the thing the always wanted to do, it's a livel tradition." After a three-month stori in the United States, the triwell bugwass officially caught in the hands of a bright-eyed and eager Sophie, who now had her sights set on a two-year hights London, frailand.

Sectioning a barried by day and barrised by right, before Legged two jets in the leaf up to the degrature. You summer long that avoided a winder on the for my street, the specific produces finding time on an early for virus adjustment of barried price before the first time or and early for virus adjustment on planging from tools or beautiful or the between their fill but we will be the specific produced by the virus paper of their fill was recording a winder for you, physicist, metally and emotionally, So as one could imagine, the announcement of the beat of the right sick down level from the 201 of March 16 Specific decreases.

Watching the pundemic unfold around the globe, Sophie says she was a little naive in thinking her long awaited trip to London would still go ahead. When my travel agent emailed to say my flights had been cancelled and there was no postponing, it felt like the rug had been pulled out from und



Sophie sign the blow wouldn't have been as hard in hander if it had been her own plant, but young no control over to cannelation hit hand. For Sophie, 2020 has showered her in pare soul wearting disapportment, but haddes amongst at a were seven quasissed life issues "I fall life in less always numeric is something," the says. This pandemic has formed her to show down. She is making big moves inexarily soulding on her restricted well been orthis to plant amongst dist in their fall in content training.

"I'm a big believer in everything happening for a reason, so I'm obviously just not meant to be there right now."

Uplifting the world: one circle at a time

Delaney Newton | November 13, 2019 | News | No Commer



An example of a women's circle spread. (Photo: Delaney Newton

Breaking moulds of competition and embracing vulnerability are just two of the factors involved in developing a sense of belonging within a women's circle.

A women's circle is essentially a safe space where women of all ages can come to share their life stories and express their full emotions.

The purpose of the group stems back to a sacred form of interaction, used by a reaim of different cultures. Gathering in circles has been an action present for centuries. They have been used to pass down wisdom, reconnect and replenish.

Today, they provide an opportunity for women who would like to honour those same values and delve into a pool of positive energy.

I sat down with Jess Newton, a local who found out about the Hamilton Women's Circle through a friend. "We would just have random meetings. When that stopped, a proper group was formed". Seasons & Circles is Hamilton's sector.

It is one of over 100 countries in participation, which makes it a part of an even larger, global sisterhood.



DELANEY NEWTON

The student-led Craft Agency was a huge highlight this year; being able to work with real-life clients and organisations offered a snippet into what future opportunities can look like after graduating. When not in class, I'm just up the road interning at Philips Search and Rescue Trust – the charity responsible for the fundraising and marketing of New Zealand's largest pool of rescue helicopters. In my position as marketing assistant, I've been able to put my learning from the past three years into practice, and to gain some long-awaited first-hand experience in the bustling Communication Industry.













FINLEE RICKETT

Originally from Hamilton, New Zealand, I'm a nonbinary digital artist with a passion for character design. As a communication student, I studied digital marketing with a side of design and illustration. My art has always been about communicating character, whether that be through colour, clothing, or expression. Defined by my strong lines and bold colours, I create unique and interesting character studies and concept art.

EXT. DUSTY ROAD - SATURDAY AFTERNOON

A green Chrysler Valiant is drives down a metaled road, leaving a plume of dust behind it. A massive surf-casting rod hangs out the rear window. The vehicle swerves to avoid clipping trees and power poles with the rod.

CUT TO:

INT. CHRYSLER - CONTINUOUS

Cut to inside the vehicle with the driver, an elderly Maori man. The song 'Apache' by The Shadows is playing on the radio cassette player.

The man is struggles to tap out the beat on his steering wheel, he looks over to his left and pulls the vehicle over.

CUT TO:

EXT. SIDE OF ROAD - CONTINUOUS

The vehicle pulls up on the side of the road, overlooking the ocean, in the distance kids shout and play.

The man grunts as he steps out, grabs his rod, catch net, a kina sack full of gear, and his tackle box, then walks down a track that leads to the beach.



Saint Judith, Santa Jacinda whomever reigns from the beehive. Sanctified be thy name,

Thy praises come,

Thy, will be done,

In Gore, as it is in Wellington.

Give us today our wish fulfilment,

And forgive our political transgressions.

As we condemn those with whom we disagree.

And lead us not into prosperity but away from the zeltgelst. For thine is the office, the parliament and the country.

For ever and ever.

Amen.





GEORGE THONY

I am a Communication undergraduate majoring in Creative Media. I have worked previously as a research assistant and ghostwriter, and I have experience as a student in videography, photography, digital marketing, journalism, and CMS website development. I have a wide range of interests, a broad skillset, and a mission-first work ethic to bring to any project. I am fascinated by big ideas and complex concepts, and I am obsessed with finding the best medium to communicate them. I enjoy the creative process and working as part of a team to produce whatever we have set out to create.

thonygeo@gmail.com



















LUCA GEORGE



And it was gring to the Policy on the Third State of the Control Contr

WHAT IS SCRETTEING OTHER THAN MUSIC THAT YOU DO IN YOUR SPARE TIME?
For the last four and a balf years, I've owned an indoor plant lessiness. It's orded distribution of existic plants through that flustagene page. I've just

been saving the profits from that for yours and li't been able to belp support my causer along the way. I also many in Bachelor of Commercial Manie at Manney in Welly, Dut that's only for now. I moved to Wildington to find a band, so I'm able to go on town and hopefully do some awareness fertilistic and hards.

FASHION IS A BIG PART OF YOUR IDENTIFY, WHAT WOULD YOU SAY YOUR OO-TO OUTPIT 15!

I love yeard Sweater years are my good 1 also love morechnene outfits. I offen mis thriffed pieces with nully expensive designer staff. For example, the outfit I were in the Lendy Toroide manie vision. designer staff. For example, the oatfit I were in the Leney' Tonight made video. That pions is called "furthe Puff" or something. It's from WGBLD, the New Zealand designer. It was from one of their first-ever lines 20 years ago, it's the most insane piece. And then the parts are line \$20. from an op shop in Wareka - a big contrast between the two!

sorie plants that find his exploding nunk cases to next-level

Releasing his debut single Loar! Totalgler in July has solidified his spot in the local and internations

CASUAL



JOYS OF SPRING 88 REN HONAGAZ ING. COM





ISAAC SHERBURN

I am a skilled creative communicator with experience implementing campaigns and product launches for the likes of Gucci, Jimmy Choo, and Superdry. What brings me joy? When brands have clever, concise, and well-thought-out creative collateral, as well as a bulletproof online presence. From creating a social media strategy to writing important emails, website copy to Instagram aesthetics, I'm always keen to get stuck in. I live and breathe creative communication.



Preview: Chicago is ready to Razzle Dazzle

Kate Durie | June 24, 2021

Director: David Sidwell Choreographers: Sonja McGirr-Garrett and Alexis Holmes Musical Director: Nick Braae Where: Clarence Street Theatre When: June 25 – 10 July The cast of Hamilton Operatic

vww.valleyprofile.co.n

member 03, 2021 THE VALLEY PROFILE O

Luke cleans up by the kilo

Drug paraphernalia, empty alcohol bottles and cans, and around 40kg of discarded fishing gear, musses buoy ropes and general rubbish are among the items a former Thames man recently found on a clean up endeavour in the region. WINTEC journalism student KATE JURISE finds out more.

A former Thames High collectors would media call to clean up New Zealand beaches and the season of t

community initiative to cles up beaches, harbours, and it call environments. For the past nine weeks, supporters have been able to show their efforts on a map



up part of the Kauaeranga Valley with help from friend and artist Krissy Walton, w he said, "it barely scratched the surface - a lot of rubbish is caught in the rocks and w







The Waikato Independent

MENU

=

Wintec

Adapting the best they can

Kate Durie | October 7, 2021 | News | No Comments



Lauren Empson as Elsie. Photo by Benjamin Wilson.

Sisters Lily and Lauren Empson are ready to tell the story of Elsie, as soon as COVID permits.



From left: Chris Symon as Alex, Jane Leonard as Gloria, Vasilios Kostidis as Marty. Photo / Benjamin Wilson, Wintec Journalism student

Waikato News

By: Kate Durie, Wintec Communication student



KATE DURIE

Kate is a Hamilton-based journalist with skills that span a number of mediums, including photography, videography, and podcasting. She will soon graduate with both her Bachelor of Communication and the New Zealand Diploma of Journalism at Wintec's School of Media Arts. Kate is also extremely passionate about performing arts, whether it is acting or stand-up comedy. Her childhood dream has always been to entertain a wide variety of people with innovative content, especially in comedy. Trying to realise...Vienna waits for her.















MADDY MORRIS

Through work such as being the Communication Intern for Wintec and Ramp Festival, I've discovered a passion for connecting with others and telling stories across various mediums, using industry-ready digital marketing, creative media, and journalism skills. I love projects that allow me to get creative, like project managing Craft Agency, or freelancing on the side. I definitely consider myself a big picture sort of gal, but you can always count on me to pay attention to even the smallest of details. You'll usually find me with a soy latte in hand, and I love any excuse to grab another, so if you'd like to connect, drop me a line and let's get coffee together!

maddy@madsocial.co.nz l linkedin.com/in/maddymorris1



Billee's View on life. Riley Thomas Student ID: 17456149

I got to sit down with my sister and share her story in a different light. Billee Thomas a student from Sacred Heart Girls' College, with the majority of her life spent online and plugged in, with school, her social life and keeping in touch with family both in New Zealand and overseas. It must get overwhelming since today's society that never sleeps. During the interview Billee touched on a few topics such as the use of social media in her day to day life mainly in the form of Snapchat, Instagram and Tik Tok, this is to connect with her friends and peers both in and outside the classroom and how difficult it can be to shut off the noise of the bustling world. Billee stated that she finds it hard because sometimes she just wants to sit and study alone or catch up on Netflix but doesn't know how her friends will take the news of her going offline even for a brief amount of time. Also, she finds it frustrating how

social media platforms such as Tik Tok are shrinking the attention span of the brain and how she wants to go adventure without the need to tell the world and create lasting memories with those she cares about.

She has two older siblings, one who has moved out and the other is involved with a social life, job and studying, so she doesn't get to see them much and in the way being plugged in all the time does help to keep in touch. Billee enjoys "the old school" side of life, spending time with people face to face, deep conversations, and movie nights with friends. Billee enjoys her hobbies especially playing hockey and her job. To fit these into the schedule as well as classes and spending time with friends, Billee enjoys the independence of being her own person and working. While reflecting on her time in high school the advice she would give to her year 9 self is to study harder because it would have made life easier and to unplug from social media more often. Billee's favourite subject is maths, because of the satisfaction she gets from 'the method behind the madness.' Billee also enjoys spending time with her crazy family as she put it and made mention that they make



her who she is today, and without them she wouldn't be where she is. Each of her family members she has a different relationship with but they all fulfill her cup in different ways, explaining her mum is like her super hero, her dad taught her what the standard is for other boys coming into her life to uphold, her little brother is very giving and caring and makes her want to do better, her older brother has really opened up to her and is rebuilding the relationship they had, her older sister makes time and effort to see her and spend quality time with her, working her busy schedule around when Billee is free. She lowes having a friendship with her siblings and that we are all close. However, in having a close relationship with her siblings Billee explained that it doesn't help with the struggles of being on social











RILEY THOMAS

I like to think of myself as a young, up-and-coming, fun-loving writer, with a passion for all things news and features. I also do some photography and podcasting on the side to add a little bit of spice. I love getting lost in the world of photography, and enjoy being active. In developing my writing, I hope to some day have a book or an online blog of my own. I am very adaptable and can think on my feet, not only with others in the work place, but also for clients. While I have my own personal flair, I'm focused on also providing clients exactly what they ask for. I am down-to-earth and easy to get along with.

rileyt336@gmail.com







Art About Poetry

Blog







The bedroom entrepreneur

by Sarah Tops on November 19, 2020

The rise of the online shopper









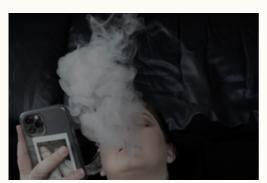


SARAH TOPS

I like to think of myself as a creative "all-rounder" who enjoys delivering engaging media and written content while also having a love for graphic design. Wintec has provided me hands-on experience that I am eager to put to use in the industry. Working with clients, pitching campaigns, and story-telling has greatly enhanced my skillset. I'm excited to explore where my creative path will lead me next.













TAYLA SCOTT-WALTON

I'm Tayla and I am an aspiring photographer. I found my passion for photography while I was in high school and quickly decided that it was what I wanted to do as my career. Over the three years of my degree my passion for photography has grown and evolved. I have also developed a passion for writing, which I hope to continue nurturing.



JOURNALISM





WAIKATO NEWS

Opinion: Deflating the myth of cycleways only benefiting cyclists

20 Aug., 2021 09:30 AM

@8 minutes to



People who ride bikes are 15 times more likely to be seriously injured than motorists. Photo / Benjamin Wilso







BENJAMIN WILSON

I'm a Hamiltonian, a chef, a photographer, and an environmentalist. My feature final was a 1500 word article about the stigma behind cycleways. I interviewed some prominent people for it, including Hamilton City Councillor, Sarah Thomson. The article was published by the New Zealand Herald. This year I photographed a variety of stage shows and many of these photos have been published in reviews. Recently I was commissioned to photograph and profile six people for a Bike Waikato series titled Life in the Bike Lane. I'm currently interning for the Te Awamutu News. I one day hope to be employed as a multimedia journalist.

brww1996@outlook.co.nz | benjaminwilsonphotography.com

YOUR GUIDE TO A ZERO WASTE BEAUTY ROUTINE

by Hayley James | October 11, 2021

We all love our beauty routines - taking a break from life to nourish our skin (and our souls) is important at any stage of life. But lurking in the background of our skincare routines is a whole lot of plastic and a whole lot of pollution of our beautiful Earth (many beauty products aren't recyclable unless they have a specific programme!)

So here's a group of NZ businesses that prioritise their products being zero waste, recyclable, or offer refills so you can love your beauty products without harming the Earth.

SPONSORED



Got an idea? Squarespace it.

Socially aware Catching up after lockdown

IS EASY...

Choose Resthaven on Burns and enjoy the peace of mind of.

RESTHAVEN ACCORDING

THE CHOICE

Phone 07 827 4454







www.cafeirresistiblue.co.nz

The Waikato Independer

Sallies count cost of dumping

Hayley James | October 4, 2021 | Highlights, News | 1

The Salvation Army spends as much as \$8 from every \$100 taken in Hamilton Family Stores to clean up dumped and scavenged items

Bags of second-hand clothes continue to be left outside the Army's store in Five Cross Roads when the store is closed, including during Level 3 lockdown.

Nigel Waters, Salvation Army Regional Manager for Retail, says very few of the items left at the shop outside of hours make it inside. The great majority are spoiled by the weather, picked over by scavengers or removed by Hamilton City Council, which regards them as a health and safety risk.

"Leaving donations outside doesn't just create a health and safety risk, it's also costly," Waters said "The costs of disposal of rubbish are close to 5 percent and in some shops could be as much as 8 percent. To put that into context, for every \$100 accepted over the counter, up to \$8 would be spent on rubbish disposal.







Get the full story



HAYLEY JAMES

Hi I'm Hayley. I grew up in Te Awamutu and moved to Hamilton four years ago with my boyfriend. Before studying journalism I was a beauty therapist, and a love of beauty and wellness still drives a lot of my writing and work, as does my focus on sustainability (both in fashion and life in general). My favourite part about my work is connecting with people through my words and being able to inspire, educate, and resonate with people.



Story by: Ricky Lam Photo: Supplied by Lily Cawood

The Rise of Lily Cawood

Crafting New Zealand's Finest Music





THE GIVES AND RECEIVE OF MORGAN HAAKMA

Story by: Ricky Lam Photo: Supplied by Morgan Haakm:

RICKY LAM

My name is Wai Kin (Ricky) Lam. I grew up in Hong Kong and I like to spend time finding issues that are ignored by the mainstream, pointing out the shifting position of authorities, and cracking down on their tricks with facts. In my time here, I've sometimes felt that New Zealanders, including the media, do not question authority enough. For me, journalism in New Zealand can sometimes focus on internal stories that aim to make readers feels good about their lives. As a journalist, it can be easy to step over the line and offend someone if you're digging for information they would rather keep hidden, but this is what I do. My work is not mainstream, but I have built a portfolio of stories I am proud of and that may help someone build a better world.







