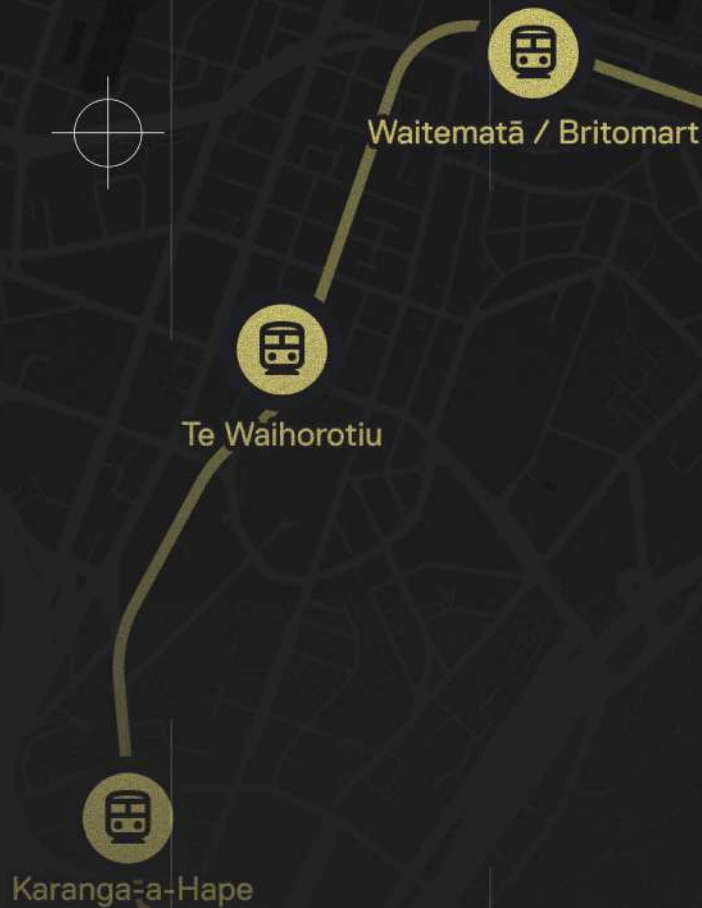




WELCOME GRACE +
FOUNDATIONS GRADS +
RISING STAR WINNER +
CRL MAP + FAVE FOOD
SPOTS + MORE

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Hey you! 👉

We thought you deserved a little treat.

No, it's not a pay rise. Nor is it an email from your ECD saying "nailed it. no notes. Sent from Outlook for iPhone".

It's... the September FFR newsletter.

Welcome back to not having to wear pants every day to stave off the cold. Welcome to your office besties being more amenable to a mid-week beersie.

Enjoy!

<3 The FFR Committee

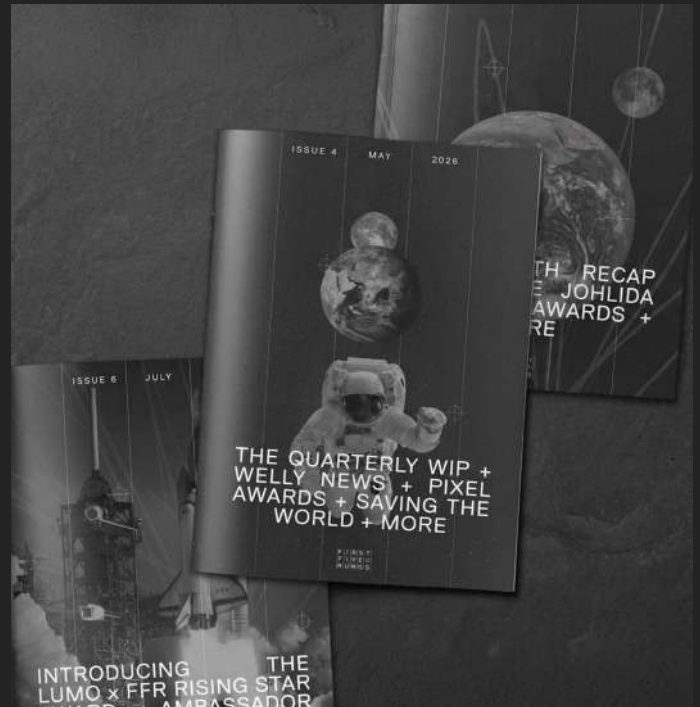
Opportunities

Our search for FFR Ambassadors

Anddddd.... This month we're back plugging our Ambassador Programme. If you're into what we do, and see yourself as a bit of a shepherd when it comes to rounding up the crew, why not sign up to become a FFR Ambassador? It's a great way to signal your leadership potential to your managers, and it gives you one of the funnest volunteer responsibilities possible (i.e. encouraging your work mates to have fun). Interested? Click [here](#) to sign up.

[Click here to sign up.](#)

Sign up to be an ambassador



The First Five Rungs newsletter survey

We want to be the universe's most unmissable newsletter. Let us know what you're loving and hating here and we'll do our best to work through your review.

Have your say!



Welcome

The Quick Fire Five with Grace Clemas

For this month's newsletter, we sat down (across Teams, but shhh) with our newest committee member, Grace Clemas from LUMO who will be our point of liaison between our committee and LUMO, our key sponsors. We chatted about how she found her way into media to the little rituals that keep her mornings anything but frantic.

ONE

How did you get into your job/industry?

I got into LUMO through a personal connection, which gave me the opportunity to get my foot in the door. Media was a completely new industry for me, so I knew I had a lot to learn, and I've really tried to make the most of the opportunity by building my own relationships, understanding the industry and finding my place within it.

TWO

What's a non-negotiable start to your work day?

I deliberately keep the period before work "the opposite of frantic." So I can become my most focused self for the day. I prioritise doing some sort of movement, enjoy my morning coffee (long black with a dash of oat milk and cinnamon always) and map my to-do list all at my own pace.

THREE

What is your most used emoji?

Can I do my top 3? ✨🍷😁

FOUR

What's one skill you wish you could learn instantly?

To sing WELL! I am insanely jealous of people who are great singers. I don't know how I was ever allowed to be in my school choir.

FIVE

What made you want to become a First Five Rungs committee member?

Coming from the supplier side, I've seen how powerful the right conversations and connections can be, especially early in your career. I want to help create more of those opportunities for others, while bringing a fresh perspective, learning from those around me and contributing to an industry I genuinely want to see thrive. Being part of the committee feels like a chance to do more than build my own career; it's a chance to help build the next generation alongside it.

Foundations of Advertising & Media 2026



They've Graduated

Congratulations to our 2026 Foundations Cohort on completing the course and delivering outstanding final presentations! Over three intensive days, our early-career practitioners learnt everything from industry fundamentals and organisational structures through to client relationship management, brand theory, and creative brief development building a solid foundation that goes beyond their immediate agency context.

The practical exercises, case studies, and agency visits gave real industry perspective and allowed our practitioners to explore how creative and media agencies operate and deepened their understanding of the client's perspective.

Two weeks later, we watched them bring it all together. The Final Presentation Night was a wonderful culmination of the course, showcasing not just what they had learned, but how they're ready to apply their learnings in their agencies. Well done on the hard work, collaboration, and energy that was brought to the room by every single one of them.



We're genuinely excited to see what they all do next!

We'd like to extend a huge thank you to AUT for being our course partner and to Dan Fastnedge, Advertising and Brand Creativity Lecturer at AUT, for facilitating and helping us to deliver the course. We'd also like to say a huge thank you to all of the industry experts that gave up time in their busy schedules to present over the three days. You all contribute to the course being such a great experience for the participants, so thank you.

Lisa & McKenna, Talent & Training, Comms Council.

RISING STAR AWARD



POWERED BY
LUMO

Announcing our First Ever First Five Rungs Rising Star winner

After an incredible response from across the industry, we're crowning our first Rising Star winner!

The LUMO x First Five Rungs Rising Star Award goes to Account Manager, Molly Missen from McCann Wellington!! 🎉

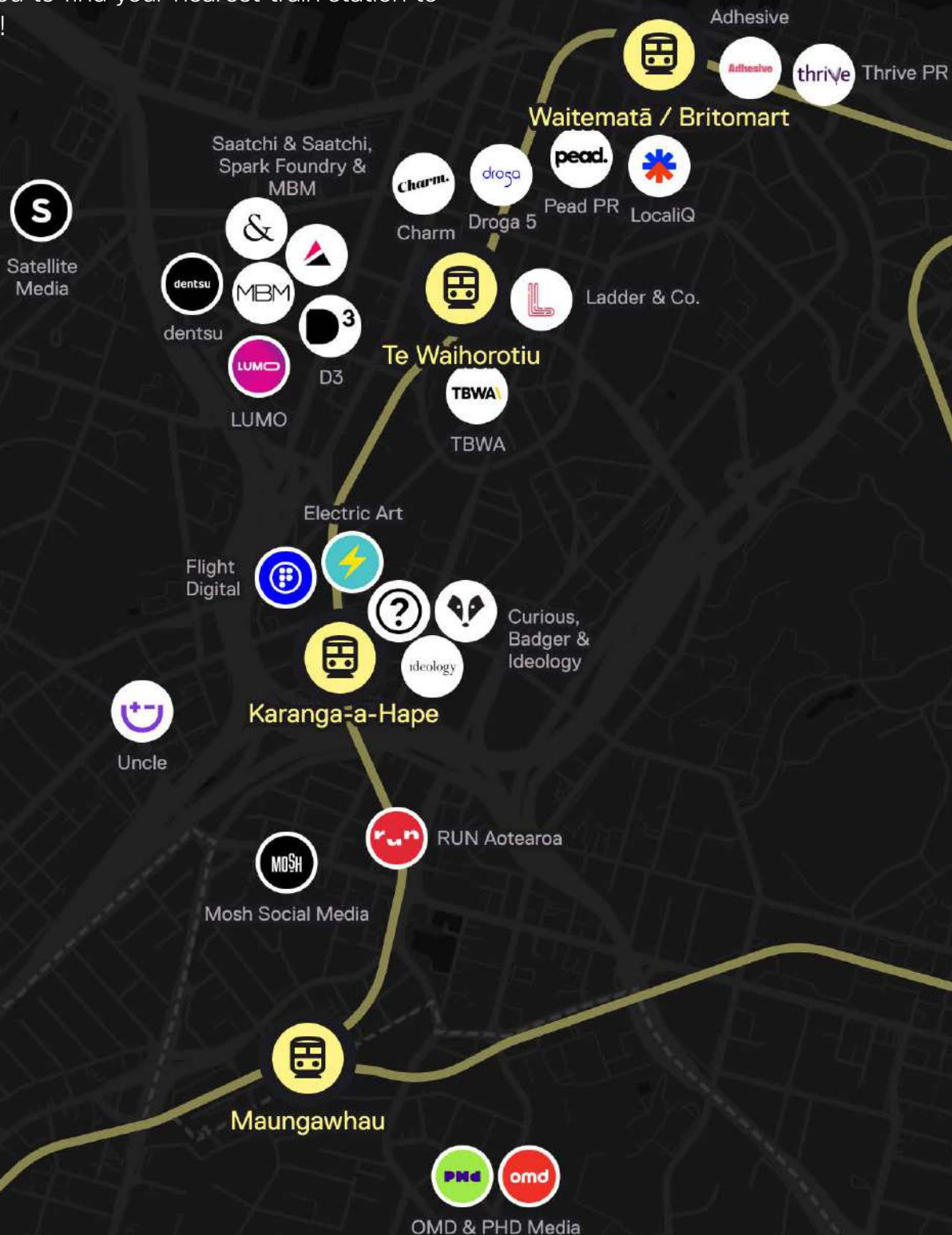
Molly stood out for her work ethic, and how

her contribution to the culture of the industry is leading the way for her fellow up and comers.

A huge congratulations to Molly. We foresee a very bright future ahead. ✨

Find your CRL stop

With all the exciting new changes to Auckland's train, we put together a handy map for you to find your nearest train station to work!



Our Fave Fives...

This month, we're launching a new section based on your feedback for "MoRe FuN StuFF". This'll be where we list 5 of our favourite things starting with 'F'. Our pal and

committee member, Vinny Canning is first off the rank with an easy one, but a goodie... Fave Five Food Spots in Auckland. Read on to get salivating.



Vinny Canning's

Fave Five Food Spots

ONE

Mang Joe's in Ponsonby Food Court - the new Filipino spot inhabiting the cursed corner position that's been vacant for ages. The Pork Liempo is insane

TWO

Haianese Chicken Shop in Newmarket - brand new spot where the former Selera was (same owner I believe...)

THREE

La Buvette - a new cafe and wine bar on Richmond rd. Can't go wrong with a \$3 slice of brioche with butter and jam with your coffee.

FOUR

Mrs 3 Bahn Mi - best banh mi in Auckland. So good I will forgive the AI menus.

FIVE

Moosies - not a restaurant but a cheeky snack recco... for anyone not allergic to dairy these tuck shop memories are the best things to keep in your freezer.

Not into food? Let us know what recommendations from a rando you'd like to see us cover in the next newsletter (category is anything starting with 'F')

What we're loving

Here's what the FFR crew have been a bit kinda maybe obsessed with lately:



CRYSTAL LOVES

going to the fricken library???

Every so often, I remember that I don't have to fork out for every book I read. Public libraries are a true gift. If you haven't engaged with a library since you were a kid, I highly recommend it. As it happens, you can get audiobooks and eBooks now - so no having to go in and collect. Perfect for those who may be afflicted by the season's dastardly hayfever and needing a literary distraction.



ROSALIE LOVES

No. 7 Bar (7/59 Pitt St, Auckland CBD)

I popped into No.7 Bar last night and it's a great vibe now the CRL is open! Check it out if you're in the area.



JOHLIDA LOVES

Cringe's Index

Out of character of me to recommend a spreadsheet but I've been filtering to my heart's desire in Cringe's spreadsheet! Also subscribe to their newsletter for all things around life in Auckland.

[Check it out](#)