

## OMANZ Member's Code of Practice

### To Our Advertisers

- (i) We are committed to providing the best possible outdoor / out-of-home ("OOH") advertising sites on a value-for-money basis within the markets in which we operate.
- (ii) We observe an honest, ethical and professional approach to trading practices, media contracts and proof of performance. ***(For more detail see Appendix A: Industry Standards).***
- (iii) We put genuine effort into providing services and support by way of research data, strategic planning, creative advice and production guidance to make the OOH medium easy to evaluate, buy and utilise to maximum advantage.
- (iv) We encourage the use of new technologies to improve continuously the service we provide to our advertiser clients.
- (v) We are committed to maintaining and improving the quality and appearance of site structures and locations to enhance their performance for advertisers. ***(For more detail see Appendix A: Industry Standards).***

### To Our Industry

- (i) We support the principle of self-regulation as administered by the various responsible authorities operating in the advertising industry.
- (ii) We acquire and negotiate for sites in a business-like and competitive fashion, observing all resource consent and other regulatory requirements.
- (iii) We operate, at all times, in a professional manner to maintain a positive attitude to the industry by advertisers, consumers, legislators and regulatory bodies.
- (iv) We support OOH advertising as a legitimate business to be practiced only in appropriately zoned areas.
- (v) We demand the right to maintain and continue with existing and authorised OOH advertising sites.

- (vi) We support the right to reject advertising that is illegal, misleading, offensive, or otherwise incompatible with industry and community taste and decency standards.

**To the Community**

- (i) We are committed to providing an effective form of communication for goods or services of interest or benefit to the New Zealand community.
- (ii) We share the public interest in the environment with regard to protecting natural scenic beauty, parks, forests and places of historic value, and we aim to locate our displays near populous areas as permitted by law, district plans and bylaws.
- (iii) We actively support community service and charity campaigns.
- (iv) We are committed to and promote a program which endorses advertising that responsibly adheres to all applicable laws and regulations, to this Code of Practice, to the requirements of the Advertising Standards Authority and the interests of the New Zealand public.
- (v) We are committed to excellence in the creative designs that we exhibit because we provide the most public 'art gallery' there is.

## Appendix A: OMANZ Member's Industry Standards

As OMANZ members, we are committed to professional business practice and specific industry standards including:

- (i) **Using legal sites:** We use only legal sites, which are correctly approved and registered by the appropriate local authorities. We are also committed to ensuring all structures conform to the health and safety requirements as required under the Occupational Health and Safety Act and all site or panel access procedures follow local authority regulations.
- (ii) **Cleaning up graffiti:** We endeavour to keep our sites clear from graffiti and other impediments to the general appearance and quality of our assets. The aim is to remove graffiti within 48 hours of being advised.
- (iii) **Proof of posting:** We aim to provide proof of posting within 7 days of placement.
- (iv) **Maintenance of sites:** We are committed to regular maintenance of our sites, to ensure best possible structures and environment to display advertising from.
- (v) **Terms and conditions:** We have terms and conditions which are presented to clients in the undertaking of a sales contract, to ensure a clear understanding of responsibilities for all relevant parties.
- (vi) **Installation obligations:** We endeavour to have all artwork installed within 5 days of the start of the posting period. This may vary by operator and format.
- (vii) **Supporting self-regulation:** We are supporters of self-regulation and the Charter by which the Advertising Standards Authority abides. As such and amongst other initiatives, we are committed to responsible advertising, particularly concerning the advertising of pharmaceutical and alcoholic products. Therefore, we only endorse advertising from these sectors that complies with the Advertising Standards Authority code.