

## OOHMAA CODE OF PRACTICE

### To Our Advertisers

- (i) We are committed to providing the best possible Out of Home 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.
- (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 Out of Home 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.

### 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 Out of Home advertising as a legitimate business to be practised only in appropriately zoned areas.
- (v) We demand the right to maintain and continue with existing and authorised Out of Home 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.
- (vii) We support and abide by the statutory provisions of health and safety contained in the Health and Safety at Work Act 2015 and its regulations which apply to the Out of Home advertising industry

### 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 [OOHMAA's Placement Policy](#), to the requirements of the Advertising Standards Authority and to 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.