

Metlink Advertising Policy*

Adopted by Transport Committee 22 October 2020 - Report 20.388

1. Policy Purpose

The purpose of this policy is to set out our principles and criteria governing the advertisements permitted to appear on Metlink controlled assets, infrastructure and facilities.

2. Policy Objectives

We recognise that advertising is an influential method for companies and organisations to communicate with members of the public. In delivering on Metlink and GWRC values, the Advertising Policy ensures that advertising presented on the Metlink public transport network is appropriate and ethically responsible.

3. Background

The Metlink brand provides overarching direction for the behaviours of Metlink, including the nature, products and/or services of the companies and organisations that we partner with to advertise on the Metlink network.

The Metlink Advertising Policy will be applied by our media partner to all advertising on the Metlink network. Both the partner and GWRC officers will carry out audits to ensure the policy is being appropriately applied.

4. Criteria

Metlink is committed to ensuring that advertising on Metlink controlled assets is consistent with Metlink and GWRC brand values, as well as adhering to all Codes of Practice by the Advertising Standards Authority and all applicable New Zealand laws and regulations.

In considering alignment with Metlink and GWRC brand values, this policy identifies products and services which Metlink will exclude, or have the power to exclude from advertising on Metlink controlled assets. These are outlined in Table One below.

Table One: Metlink advertising exclusions

Categories of advertising considered for exclusion	Exclusion policy
Advertising Standards Authority Codes of Practice	Any advertising that breaches the Codes of Practice set by the Advertising Standards Authority and/or any applicable New Zealand laws and regulations, including that which is considered not to demonstrate due attention to social responsibility as outlined in Principle 1 ASA Codes of Practice is excluded
Occasional food and beverages (HFSS)	All products which are categorised High Fat, Salt & Sugar (HFSS) by the New Zealand Government under the National Nutritional Guidelines are excluded
Products considered harmful to the environment	Products and or their packaging that are considered by GWRC to significantly harm the environment and conservation efforts are excluded
Political advertising	All advertising by political parties, groups and individuals for political campaigning and electioneering are excluded
Faith-based advertising	All advertising by faith-based organisations, groups and individuals for promotion of their message or ideology are excluded . This does not include advertising under faith-based charitable causes.
Faith-based charitable causes	Advertising may be permitted, at GWRC officer discretion , to advertise charitable causes, promotions or activities and events where the intent is to fulfil a charitable purpose other than the promotion of faith.
Weaponry	All advertising for the sale and/or supply of firearms, projectiles, bladed instruments, and military-style equipment and/or clothing associated with these products are excluded .
The placement of weaponry in entertainment advertising	All advertising of entertainment products that depict the use or display of firearms are excluded . Government sponsored or endorsed events or commemorations-based advertising which feature historical images featuring firearms is not covered under this exclusion.
The placement of weaponry in advertising by New Zealand Defence Force and New Zealand Police	Any advertising by New Zealand Defence Force or New Zealand Police featuring depictions of firearms may be permitted, at GWRC officer discretion , where that depiction is pursuant of their statutory and constitutional roles, and/or for the purposes of recruitment to those services.
Gambling	All advertising of gambling as covered under the Gambling Act 2003 including lotteries is excluded . Event-based advertising is not covered under this exclusion.
Alcohol	All advertising of alcoholic beverages that is not in keeping with Principle 3 of the ASA Code for Advertising and Promotion of Alcohol shall be excluded . Event-based advertising is not covered under this exclusion.
Event-based advertising	Event-based advertising may be permitted at GWRC officer discretion where: <ul style="list-style-type: none"> • An alcohol brand may be a sponsor or co-sponsor of the event • The event involves the safe and responsible consumption of alcohol in a controlled environment • A sporting or community event that may involve gambling under the Racing Act 2020 • The event or commemoration is sponsored or endorsed by the New Zealand Government and features contemporary or historical images featuring firearms use by the legitimate Armed Forces of New Zealand and its defence allies and partners.

4.1 Placement of advertising on public transport network

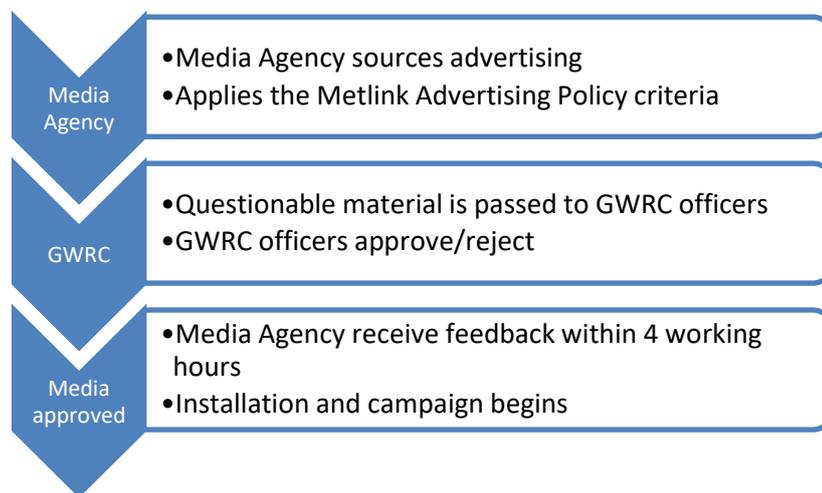
Supersides are advertisements which cover bus windows. These advertisements must only be placed roadside. Every effort must be made to use the most up-to-date technology to ensure maximum visibility for Metlink customers. A minimum standard of 50/50 material must be used.

All advertisements placed on Metlink public transport must conform to this policy and the associated Metlink Brand Guidelines. For exceptions, the media partner needs approval from GWRC officers.

All bulkhead and poster advertising on Metlink rail services must conform to the Children and Young People's Advertising Code of the Advertising Standards Authority.

4.2 Policy Process

The following diagram details the key points for agreeing advertising content.



When questionable material is passed to GWRC there is a process involving two points of protection to prevent any objectionable material appearing on Metlink controlled assets. These two points are:

1. GWRC Design, Brand and Commercial teams to consider and check against policy
2. Escalation to General Manager, Metlink, or General Manager, People and Customer.

4.3 Breach of Policy

If a complaint is received that the Metlink Advertising Policy has been breached, an investigation will be undertaken by GWRC officers. This investigation will be led by General Manager, Metlink.

If it is found that the Metlink Advertising Policy has been breached, the Manager Metlink Commercial Partnerships will collaborate with the relevant parties to ensure the advertising is removed with urgency and a review undertaken of the advertising sales process that permitted the advertisement.

5. Community support

Metlink can support not-for-profit local projects, events or community organisations by providing free media placement across our public transport network. Metlink can offer media placements on bus interior and exterior and train interior across our region, on a limited, first-come first-served basis.

Use of this space will be approved and administered by the Metlink Commercial Partnerships team. There will be no charge for use of the media space. However, any costs associated with print, installation and removal of media will be charged to the advertiser.

All advertising placements for community support must conform to the policies outlined in **Section 4** of this policy document.

6. Glossary

Term	Summary
Significant	Something that is deemed to have a material effect as measured by industry standards.