

# **Metlink Advertising Policy**

**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. This policy covers all advertising placement on Metlink controlled assets, whether paid for or displayed for no cost under Greater Wellington community and social well-being initiatives.

**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 Greater Wellington Regional Council (Greater Wellington) 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 Greater Wellington 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 Greater Wellington brand values, does not detract from public transport as a positive transport choice, and adheres to all Codes of Practice by the Advertising Standards Authority and all applicable New Zealand laws and regulations.

In considering alignment with Metlink and Greater Wellington 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 a due sense to social responsibility (Principle 1 ASA).
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 from public transport modes and assets where children are likely to be a significant proportion of the expected average audience.
Products considered harmful to the environment	Products and or their packaging that are considered by Greater Wellington to significantly harm the environment and conservation efforts. This includes the advertising of combustion engine vehicles using fossil fuels.
Political advertising	All advertising by political parties, groups and individuals for political campaigning and electioneering.
Faith-based advertising	All advertising by faith-based organisations, groups and individuals for promotion or membership of their faith. This does not include advertising under faith-based charitable causes.
Faith-based charitable causes	Advertising may be permitted, at media partner and/or Greater Wellington 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.
The placement of weaponry in entertainment advertising	All advertising of entertainment products that depict the use or display of firearms. New Zealand Government, including New Zealand Defence Force and Department of Internal Affairs, sponsored or endorsed events or commemorations-based advertising which feature contemporary or 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 where that depiction is pursuant of their statutory and constitutional roles, and/or for the purposes of recruitment to those services. Any advertising under this category must be permitted at the discretion of Greater Wellington officers.
Gambling	All advertising of gambling as covered under the Gambling Act 2003 including lotteries. 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	<p>Event-based advertising may be permitted at the discretion of Metlink media partner and/or Greater Wellington officers where:</p> <ul style="list-style-type: none"> <li>• An alcohol brand may be a sponsor or co-sponsor of the event</li> <li>• The event involves the safe and responsible consumption of alcohol in a controlled environment</li> <li>• A sporting or community event that may involve gambling under the Racing Act 2020</li> <li>• The event or commemoration is sponsored or endorsed by the New Zealand Government, New Zealand Defence Force and</li> </ul>

	Department of Internal Affairs, 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

Metlink advertising can currently be displayed on three primary mediums: static displays on bus interiors and exteriors; static displays on train interiors and exterior wraps; digital kiosks currently limited to nine stations on the metropolitan rail corridor. The Metlink Advertising Policy will be applied to these differing mediums in line with Advertising Standards Authority Codes of Practice and the discretionary provisions in this policy.

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.

Train wraps are advertisements which cover a two-car set of a metropolitan train. These advertisements will not cover, or impede vision through, access door windows. The dedicated accessibility doors will not be covered by any advertising. Where windows in any train carriage are covered, every effort must be made to use the most up-to-date technology to ensure maximum visibility for Metlink customers.

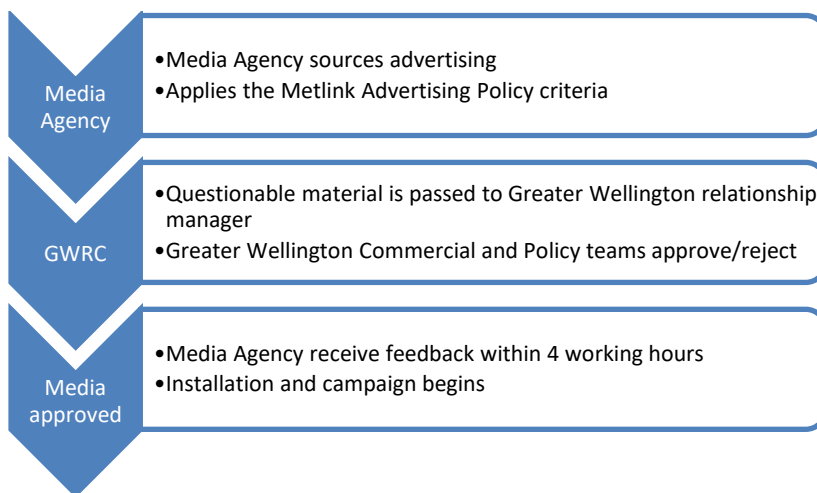
All advertisements placed on Metlink public transport must conform with this policy and the associated Metlink Brand Guidelines. For exceptions, the media partner needs approval from Greater Wellington officers.

All bulkhead and poster advertising on Metlink rail services must conform with the Advertising Standards Authority Codes of Practice.

All digital advertising on the “Way to Go” digital kiosks must conform with Advertising Standards Authority Codes of Practice.

## 4.2 Policy Process

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



When questionable material is passed to Greater Wellington there is a process involving three points of protection to prevent any objectionable material appearing on Metlink controlled assets. These three points are,

1. Metlink Policy and Commercial teams to consider and check against policy.
2. Escalation to Group Manager Metlink.

### 4.3 Breach of Policy

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

If it is found that the Metlink Advertising Policy has been breached, the Manager Metlink Commercial, Strategy and Investment 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, Strategy and Investment 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 with the policies outlined in 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.