



Wellington South Parents Centre Policy on Advertising and Access to Members

Introduction

Wellington South Parents Centre (“WSPC”) receives information from prospective advertisers in our newsletter and from suppliers wanting to promote their products or services to WSPC members. A policy on giving these advertisers and suppliers access to WSPC members, either through the newsletter (both the Wellington Regional Parent Centres Newsletter and the WSPC newsletter insert, “Newsletter”) or through provision of samples, products, offers or brochures is required to ensure the advertising and services our members are exposed to are appropriate to and consistent with PCNZ and WSPC’s policies.

Objectives

The objective of this policy is to set clear guidelines on what information and material from advertisers is appropriate to be passed to WSPC members, or included in the Newsletter by balancing the provision of information to members and using advertising requests to maximise funds, with members’ rights of privacy and the policies and objectives of WSPC and PCNZ.

Context

Material of a variety of types is received from advertisers who are seeking to promote their products and services to WSPC members. Such material may include:

- Samples of products, such as blankets, creams, nappies;
- Information on a service or product, such as pregnancy massage;
- General advertising in the Newsletter; or
- Brochures with useful information but including product placement,

which in each case may or may not be specifically related to pregnancy, childbirth or parenting issues.

Advertisers and suppliers will be seeking to gain access to our members through a variety of means. They may choose to advertise their product or service in the Newsletter. Some suppliers may provide a sample of their product for distribution to members in a gift pack, or to be demonstrated during Practical Parenting or other appropriate class. Some suppliers may provide information on a service they provide and/or may also offer a benefit to members, such as a discount or free offer, which they wish to be distributed with the Newsletter, in packs, or placed on WSPC noticeboards.

Policy

WSPC supports only advertisers shown to meet our criteria, and approved by the committee member delegated authority by this policy.

When considering approval for inclusion in the Newsletter or other provision to members, the product, service or advertisement must observe and be consistent with the criteria set out in this policy.

Criteria

Information and material from advertisers should only be passed to WSPC members if it is:

- consistent with PCNZ policies and objectives;
- not in conflict with PCNZ's exclusive partnerships;
- consistent with WSPC's policies and objectives;
- offer a benefit or service to members or WSPC generally.

PCNZ and WSPC have clear mission to promote positive birth experiences and informed parenting in a community where parents are supported and highly valued in their role. Further, PCNZ has exclusive partnerships with certain companies, and products or services which are perceived to be in competition to these partnerships cannot be promoted to members without the approval of the relevant sponsor.

In applying the criteria, the subject matter, the manner of presentation and the value of the benefit offered need to be considered.

Particular consideration should be taken of WSPC's privacy policy, the PCNZ Handbook and other guidelines communicated to WSPC via PC Action, quarterly updates of partnership arrangements, or other internal communications, and Childbirth Educators NZ Inc. guidelines. Requests for access for research purposes must be handled under WSPC 's Research Policy. All relevant documents are held by the President of WSPC and/or in the archives filing cabinet.

The benefit to members may take the form of:

- a discount from full price for a relevant product or service;
- information on pregnancy, childbirth, parenting or other relevant subjects in a useful form (preferably without forceful product placement);
- product samples;
- competition or prize draw (with opt-out clause);
- full payment for placement (Newsletter advertising, brochures in gift packs, insert with Newsletter, etc);
- training opportunities;
- provision of products (free or discounted) for specific events, or other similar benefits to WSPC, regional Centres, or members.

Where products or services are provided free or discounted to the committee or members, WSPC will make efforts to always express appreciation and encourage support for the sponsors or advertisers who support WSPC.

Direct access by advertisers to members should be only provided on an "opt-in" basis ie offered via WSPC for acceptance by members. In no circumstances may member information be provided directly to advertisers. Access by advertisers to CBE or Parenting classes should only be allowed where the presentation is informative and relevant, and the advertising is indirect only.

Approval

Each advertisement, product or service placement, brochure, etc must be approved under this policy before being provided to members. Approval authority is delegated to the Childbirth Education coordinator, Parent Education coordinator, and/or Advertising/Marketing team, (depending on the relevance of the product or service, and requested means of provision). If in any doubt, the approving person must consult with the WSPC President. The WSPC President may need to consult PCNZ staff or the Board of PCNZ in some cases.

WSPC reserves the right to cancel or remove the advertising at any time.

Implementation

1. On receipt of a request to have material included in an information pack, advertised, provided to members on noticeboards, distributed, etc, the material shall be reviewed by at least one of the persons to whom authority under this policy has been delegated.
2. If accepted with payment as a condition, an invoice will be generated by the Treasurer and sent out.

3. Material will be provided on receipt of payment, except in the case of Newsletter advertising. If a Newsletter advertising invoice is not paid or is delayed in payment, further advertising may be made conditional upon pre-payment.
4. Send a copy/sample/note of advertising type, together with a record of acceptance of advertising and the medium approved, or reasons for refusal, to the Secretary for noting at the next committee meeting.

This policy was agreed by the WSPC Committee on _____ 2004
It is due for revision in November 2006.

Signed (President)

Date: