

## Advertising Standards Complaints Board

### PUBLIC MEMBER VACANCIES

Applications are invited from suitably qualified persons who would like to be considered for appointment to the Advertising Standards Complaints Board (ASCB) as a public member.

The ASCB is an independent nine member board which hears complaints about advertisement content across all media.

Its three main functions are:

- To adjudicate on complaints received about advertisements which may be in breach of the Codes of Practice.
- To advise the ASA on interpretation of the Codes and possible improvements to the Codes.
- To report to the ASA on any aspect of advertising which is causing concern.

An important attribute for members is the ability to fairly and impartially adjudicate on complaints. Public members must have no previous connection with the advertising industry or media.

Applications and a copy of your curriculum vitae should be sent to Hilary Souter, Executive Director, Advertising Standards Authority, PO Box 10 675, Wellington or emailed to [asa@asa.co.nz](mailto:asa@asa.co.nz) by 15 February 2012.

### Public Member Appointment Process

There is an Appointments Panel established under the Advertising Standards Authority Constitution. It is a four member panel. The members are the Chairman and Deputy Chairman of the ASA, the Chairman of the ASCB (a public member) and Hon. Sir Bruce Robertson, former Court of Appeal Judge.

The panel meets as required and is charged with making a unanimous recommendation to the ASA to fill public member vacancies on the Complaints Board and the Appeal Board.

The recommendations are then forwarded to the ASA for confirmation – and consultation also takes place with relevant Government Ministers (usually Consumer Affairs, Maori Affairs, and Broadcasting under an agreement with Government).

The appointment term varies but is usually three years. The appointment would take effect from 1 April 2012.

All public member vacancies are advertised in the metropolitan newspapers and requests for nominations are sent to a wide-range of organisations both government and non-government.

### **Remuneration Information**

Public members of the ASCB are paid \$850 per meeting (GST exclusive, but including PAYE). Meeting fees are deemed to cover meeting preparation and attendance.

All public members of the ASCB will also be reimbursed for actual and reasonable travel costs to attend the meetings.

Meeting fees will be paid quarterly by cheque or on another basis by arrangement. Travel costs will be reimbursed as invoices are received from members.

The Chairmen of the Boards and the Deputy Chairman of the ASCB receive an Honorarium.

### **ASCB Meeting Schedule**

The ASCB meets monthly, usually 11-12 times a year and on the second Tuesday of every month. A schedule of meeting dates is set a year in advance and Board Members are advised. Meeting papers are couriered to all members seven days prior to the meeting date.

#### Timing

Meetings generally start at 9.30am and conclude around midday (depending on the number of complaints) with a light lunch provided by the ASA.

#### Venue

The ASCB meetings are generally held in Wellington at the ASA Office, Ground Floor, Tourism and Travel House, 79 Boulcott Street, Wellington. The Complaints Board meets out of Wellington from time to time.

#### Current Board membership

#### **Public Representatives**

- **Jenny Robson (Chairman)** – A qualified lawyer. Tenancy Tribunal Adjudicator and Review Officer conducting hearings for the Inland Revenue Department on Child Support issues. Public member of the Real Estate Agents Disciplinary Tribunal.
- **Phil Broughton – (Deputy Chairman)** A Chartered Accountant with 25 years experience and Partner in Polson Higgs in Dunedin. Experience and expertise in business and training across a number of sectors and is of Ngai Tahu and Kahungunu descent.

- **Dr Greg Simmons** – Extensive background in General Practice and Public Health, currently Medical Officer of Health with the Taranaki District Health Board.
- **Margaret McKee** – CEO of Queen Elizabeth II National Trust. Previously Business Manager of Outward Bound Trust and senior executive in horticultural companies.
- **Alex Handiside** – Formerly Youth Senior Policy Analyst at the Mental Health Foundation. Policy experience with the Hutt City Council, Ministry of Youth Development and the Mental Health Commission.
- **Susan Taylor (Alternate)** - A qualified lawyer and Chief Executive Officer for Financial Services Complaints Ltd (an independent disputes resolution scheme for financial providers). Former Deputy Banking Ombudsman.

**The four industry members come from diverse backgrounds in the advertising industry. They are:**

- **Dianne Martin** – Broadcast media (TVNZ)
- **Livia Esterhazy** – Advertising Agencies (Saatchi and Saatchi)
- **Lynley Belton** – Non-Broadcast media (Fairfax Magazines)
- **Rachel Prince** – Advertisers (NZ Transport Agency)
- **Sharon Daly** – (Alternate) Broadcast media (Mediaworks)
- **Nigel Keats** – (Alternate) Advertising Agencies
- **Grant Maxwell** – (Alternate) Advertising Agencies (MECGLOBAL/Y&R)
- **Daniel Robertson** – (Alternate) Non-Broadcast (MSN)
- **Jessica Nikora** – (Alternate) Advertisers (New Zealand Defence Force)