

Advertising Standards Complaints Board

VACANCY FOR PUBLIC MEMBER

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

The current vacancy is for a public member who is a registered medical professional.

About the ASA

The Advertising Standards Authority (ASA) is the industry funded self-regulatory organisation that supports responsible advertising in New Zealand by providing a codes and complaints system on marketing and communication standards. It runs a free consumer complaints process for advertising and some forms of promotion and packaging, and a separately funded adjudication system for competitor complaints along with education and training services.

The Complaints Board

The Advertising Standards Complaints Board (ASCB) is a nine-member board, with five public members and four industry members. The ASCB is an independent 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 will not be connected with the media or advertising industry.

Complaints Board Objectives

- To receive complaints about possible breaches of the Codes.
- To determine complaints received by it by adjudication either with the attendance of parties or without the attendance of parties.
- To determine in its sole discretion which method of complaint determination shall be used in a particular case.
- To accept in its discretion appointment to act as arbitrator or mediator in relation to disputes referred to it by parties involved in disputes in relation to advertisements or commercials published or broadcast in New Zealand.
- To advise the Authority on interpretation of the Codes and possible improvements to the Codes.
- To report to the Authority on any relevant matter of concern.

Board Member Responsibilities

Meeting Process

Preparation for and attendance at all Complaints Board meetings to deal with complaints in accordance with procedures set out in the ASA Rules, the ASA Codes of Practice and the principles of natural justice.

Community Standards

An awareness of the different communities in New Zealand that see advertising and a willingness to represent those views during deliberations. An understanding of generally prevailing community standards and engagement with the current advertising environment.

Term

The term of the appointment shall be three years, with renewal term of a further three years if mutually agreed.

Required skills

- Understanding of the philosophy of self-regulation and the principles of natural justice
- Skills in analysis, judgment & problem solving.
- Demonstrated involvement in the community and the ability to reflect broad community standards.
- Expression of robust and diverse viewpoints within the Board environment.
- Strong interpersonal and communication skills.
- Understanding of the role of advertising
- Experience and relevant qualifications in health field

Public Member Appointment Process

A four member Appointments Panel is established under the Rules of the Advertising Standards Authority. The members are the ASA Chair (Kerrie-Lee Magill), a Governance Board representative, Raewyn Anderson, Chair of the ASCB (a public member) and an independent member, currently Hon Sir Bruce Robertson.

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.

As part of our appointment process, we confer with relevant Government Ministers (usually Commerce and Consumer Affairs, and Broadcasting and Media).

Remuneration Information

Public members of the ASCB are paid for attendance at two meetings per month. The payments are \$450 per video conference meeting. (GST exclusive but including PAYE). Meeting fees are deemed to cover meeting preparation and attendance. Meeting fees will be paid monthly.

ASCB Current Meeting Schedule

Due to the impact of COVID-19, the ASCB now meets via video conference generally on the second and fourth Tuesdays of every month to allow for prompt adjudication of complaints. A schedule of meeting dates is set a year in advance and Board Members are advised. Meeting papers are forwarded to all members six to seven days prior to the meeting date. Meetings generally start at 9.30am and last 2-3 hours

Applications and a copy of your curriculum vitae should be sent to Hilary Souter, Chief Executive, via email ea@asa.co.nz or sent to Advertising Standards Authority, PO Box 10 675, Wellington 6140.

Current Board membership

A list of current Board members is available [here](#).