

CODE OF PRACTICE AND STANDARDS

OUT OF HOME MEDIA SOUTH AFRICA (NPC)

Registration no: 2014/004036/08

**This Code of Practice and Standards was adopted by a Special Resolution
passed at a Special General Meeting held on 8th March 2018**

The Code of Practice and Standards (hereinafter referred to as “the Code”) for Out of Home Media SA NPC (hereinafter referred to as “the Company”) detailed hereunder is binding on all out of home media owner members of the Company.

Conscious of their responsibility to the community and, in particular, to the users of out of home media all members of the Company bind themselves to the Code of Practice set out in this document, the Constitution and MOI of the Company and undertake faithfully to adhere to their provisions.

The Board, elected from the members, administers the Code and it is applicable to all members who undertake to abide to the terms and conditions contained in such Code.

The Code may be amended at a General Meeting of the Company after due notice by a majority vote of those present and with voting rights as contemplated in the Company’s MOI and Constitution.

By implementing the requirements of this Code and Standards, members of the Company will continue to enhance the position and status of the Out of Home Media Industry with users, the public, Government, Provincial Administrations and Municipal Authorities.

The Company accepts that a balance needs to be struck and maintained between:

- the needs of commerce and industry and their legitimate rights as entrenched in the Constitution on the one hand, and
- the outdoor advertising regulatory framework as promulgated by organs of state as well as formal public participation processes with organizations, bodies and individuals concerned with the environment including road safety, on the other.

The Company believes that where regulations and/or controls are necessary, such regulations and/or controls should be prescribed and administered in a transparent, fair and consistent manner by the authority under whose jurisdiction it falls.

To this end the Company seeks to assist and co-operate with all Government, National, Provincial and Local Authorities in establishing guidelines, regulations and by-laws that are necessary for the control of outdoor advertising.

The Company has established certain minimum standards for Out of Home Media in South Africa in order to:

- assist all members of the Company to conform to the same principles and rules, thereby creating a more effective medium which will be of greater advantage to all advertisers;
- create an atmosphere in which the various authorities and legislators will encourage and support a more positive attitude towards out of home media in all its formats;
- enhance the knowledge and understanding of advertisers and their agencies in the use of out of home media and improve its creative standard;

- encourage high construction, service and maintenance standards for out of home structures, promotional displays and transit media;
- encourage a responsible attitude towards the construction, display and positioning of out of home media structures and/or promotional displays and/or transit media with a specific regard to road safety.

RESPONSIBILITIES OF OHMSA MEMBERS

1. Approvals

Members of the Company undertake to submit, where required and in terms of existing legislation, applications to the applicable controlling authorities prior to the erection of an out of home advertising structure or promotional display or positioning of transit media and undertake not to erect any structure or display until such time as the required approvals for such erection or positioning have been obtained. To this end, members shall take active steps to familiarize themselves with all applicable legislation pertaining to the out of home advertising industry.

Any out of home structure and/or promotional display and/or transit medium as permitted by law or regulation may not be in conflict with applicable legislation or by-laws.

2. Advertising Standards

Any out of home structure and/or promotional display and/or transit medium as permitted by law or regulation may not be in its content objectionable, indecent or insensitive to any section of the public or to any religious or cultural groupings or the like.

3. Environment

Members of the Company should not compete to the detriment of the environment.

Any out of home structure and/or promotional display and/or transit medium as permitted by law or regulation may not be detrimental to the nature of the environment in which it is located by reason of abnormal size, intensity of illumination and design.

4. Industry Reputation

Members of the Company should act at all times and in all ways with a view to elevating the status and reputation of the Out of Home Media Industry.

5. Structures

The construction of all out of home media structures, promotional displays and transit media will comply with approved specifications and be of a high standard of design and manufacture and comply with the Occupational Health and Safety Act (OHASA), particularly in light of the use of contractors and their compliance with such legislation at all times.

Any out of home structure and/or promotional display and/or transit medium as permitted by law or regulation may not:

- unreasonably obscure partially or wholly any sign owned by any other out of home media owner, previously erected and legally displayed;

- constitute a danger to any person or property.

6. Maintenance

Out of home structures, promotional displays and transit media should be properly maintained to their original condition at all times and any damaged signs should be repaired or replaced within a reasonable period subject to media type and damage caused.

Members of the Company will conduct regular site inspections to ensure the good condition of boards, promotional displays and transit media and will assist the Industry by reporting sub-standard displays to the relevant media owner.

Clients will be informed when units are down or not in fit and proper condition.

7. Advertising Clutter

It is the responsibility of members to ensure that they do not create clutter and to remove structures which they consider to no longer be viable and profitable.

8. Landlords

To preserve the reputation of the Industry and media owners, members will adhere to landlord obligations, to the extent that such obligations are fair and in keeping with the requirements of all legislation governing the Out of Home Media Industry.

9. Site Identification

Every out of home media sign or promotional display or transit media vehicle shall be identified by its own unique number and shall carry the name and/or logo of the member concerned in a prominent position.

10. AdEx

All members should report advertising expenditure to AC Nielsen (or any other research house commissioned to provide advertising expenditure statistics on behalf of the industry) on a monthly basis.

11. Good Faith

In no way derogating from the above, members shall at all times in their dealings with third parties and with each other display the utmost good faith in the interests of the Company and its members.

Being duly authorised thereto, I/we hereby accept the above Code of Practice and Standards for Out of Home Advertising, and commit my/our company to upholding the terms and conditions above.

Signed at _____ on this _____ day of _____ 20 ____

For and on behalf of _____
(Company Name)

Signature

Signature

Designation

Designation

Signed at _____ on this _____ day of _____ 20 ____.

For and on behalf of Out of Home Media South Africa (NPC)

Chairman

CEO