



Code of Ethics

NZ Advertising Producers Group and its members commit that they will:

1. Continually promote the interests of the NZ screen advertising industry.
2. Conduct business activities in a professional and ethical manner, demonstrate Best Practice at all times and encourage the same in those around us.
3. Strive to maintain a high standard in all aspects of production through professional competence and the application of relevant skills and knowledge.
4. Promote Health & Safety in the workplace at all times and adhere to the NZ Screen Sector Health & Safety Guidelines published by ScreenSafe in accordance with NZ Safety Law.
5. Actively contribute by promoting the NZAPG and its aims it at every possible opportunity.
6. Act in the best interests of fellow NZAPG members and encourage other members to do likewise.
7. Build and strengthen NZAPG relationships with crew, suppliers, collaborators and industry associates.
8. Build and strengthen NZAPG relationships with local and national authorities, government organisations, cultural groups and other bodies concerned with the administration and growth of the NZ screen advertising industry.
9. Build and strengthen NZAPG relationships with other industry guilds, including participation in negotiations on matters that better the industry overall.
10. Encourage and support the professional development of all NZAPG members to improve levels of competence, skills and knowledge in the industry.
11. Encourage the friendly exchange of technical information, practical knowledge and useful contacts between NZAPG members when possible without breaching any confidentiality agreements.
12. Refrain from public (written or oral) criticism of fellow NZAPG members or the public expression (written or oral) of opinions on their professional performance.
13. Not disclose confidential information or matters related to the work or profession of their client without the express authority of the client.
14. Resist the possibility of a conflict of interests arising whilst meeting their professional responsibilities.
15. Never discriminate the grounds of gender, sexual orientation, ethnicity, nationality, religion, beliefs, age, disability, medical history or marital status.
16. Not engage in any fraudulent or dishonourable activity, nor entertain or accept any covert reward, or profit, or use any information obtained in their professional capacity for personal gain.