



- 1.0 TITLE: RNZCGP Publication Advertising Policy**
- 1.1 Policy reference: CO-M-001-COM
- 1.2 Category: Organisational
- 1.3 Approval date: March 2021
- 1.4 Revision due date: March 2024
- 1.5 Unit responsible: Membership Services – Communications and Events

2.0 Policy declaration

2.1 Purpose

This policy relates to advertising that is submitted to the College to be included in College publications (including the College's website, *GP Pulse* magazine, *ePulse* e-newsletter, and the Journal of Primary Healthcare).

3.0 Background

3.1 Scope

Each person/organisation who submits an advertisement to the College for publication in a College publication (**advertiser**) must comply with the [College's advertising terms and conditions](#) and this policy.

Anyone who is considering submitting an advertisement to the College for publication should read this policy before submitting the advertisement, to ensure that it complies with this policy (including the College's restrictions on publishing advertisements that that promote certain products or services such as pharmaceuticals).

4.0 Requirements for advertisements

4.1 An advertiser must ensure that any advertisement submitted to the College for publication:

- (a) complies with all applicable laws and relevant Advertising Standards Authority Codes (and the Medicines New Zealand Code of Practice, if applicable).
- (b) does not contain content that:
 - (i) may be false, misleading, deceptive, unsubstantiated, or fraudulent;
 - (ii) is defamatory;
 - (iii) is indecent, exploitative, degrading, or offensive, or likely to cause harm or give rise to hostility, contempt, abuse, or ridicule;
 - (iv) misrepresents, ridicules, or attacks an individual or group on the basis of age, colour, ethnic or national origin, race, religion, sex, sexual orientation, marital or

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family status, disability status, ethical belief, political opinion, or employment status;

- (v) relates to contests and sweepstakes, scams, chain letters, or pyramid schemes;
- (vi) is otherwise unlawful or inconsistent with any relevant provisions of the Advertising Standards Authority Codes (or the Medicines New Zealand Code of Practice, if applicable);
- (c) does not contain personal information without the consent of the relevant individual, or otherwise may breach a privacy or confidentiality right;
- (d) does not infringe any intellectual property right;
- (e) is not for illegal or objectionable products or activities (including any products that have been declared to be unsafe);
- (f) is not incompatible with the integrity of the College or contrary to the best interests of the College, including advertising that may injure the good name or reputation of the College;
- (g) does not suggest that the College endorses a product, service, advertisement, or organisation;
- (h) does not promote any of the subjects set out in section 5 below.

5.0 Subject Matter Restrictions

5.1 The College will not publish advertisements in College publications that promote any of the following subjects:

- (a) pharmaceuticals or other products that have a therapeutic purpose, natural health products, or dietary supplements;
- (b) private health insurance;
- (c) alcohol;
- (d) firearms/ammunition or other dangerous items;
- (e) fireworks;
- (f) gambling or lotteries;
- (g) pornography;
- (h) tobacco or vaping;
- (i) political advertising; or
- (j) any other product, service, person, or entity that the College considers is likely to be, or have interests that are, inconsistent with the principles and values of the College.

- 5.2 The subject matter restrictions in section 5 above do not prevent the publication of health messages or services to minimise harm relating to the subjects listed in section 5 (for example, an anti-smoking health message).

6.0 No Endorsement

In publishing an advertisement in a College publication, the College does not endorse the advertisement, the particular product or service advertised, or the person/entity that manufactures, distributes or promotes the products or services advertised.

7.0 Removal of Advertisements

The College reserves the right to refuse to publish an advertisement or remove an advertisement that has been published for any reason at any time. This may include, for example, if the College considers that the advertisement is not consistent with its advertising terms and policy, that it may breach the law, or if a complaint is made about a particular advertisement.

8.0 Recruitment Advertisements

- 8.1 When publishing recruitment advertisements or advertisements for general practice vacancies, the College will only accept advertisements for GPs or rural hospital doctors who are vocationally trained, or trainees who are College members.

- 8.2 The College will not generally accept recruitment advertisements for vacancies outside of New Zealand or the Cook Islands, or for non-vocationally trained GPs/rural hospital doctors or trainees who are not College members.

- 8.3 Recruitment advertisements must comply with the law, including the Human Rights Act 1993 and Privacy Act 2020.

9.0 Exceptions

Exceptions to this policy may only be made by the College Chief Executive, on a case-by-case basis.

10.0 Queries

For further information about advertising in College publications or this policy, please contact the Manager Communication and Events at Communications@rnzcgp.org.nz

11.0 Related policies, documentation, and legislation

Privacy Act 2020

Human Rights Act

Medicines New Zealand Code of Practice

Advertising Standards Authority Codes

12.0 Administrative Procedures

12.1 Availability of published policy

This policy will be available via the College website.

12.2 Review of this policy

This policy may be amended at any time by the College, in its absolute discretion.