



INDEPENDENT CHAIRPERSON

POSITION DESCRIPTION

Purpose of the Chairperson role

The independent Chairperson will lead the Advertising Standards Authority (ASA) in its work promoting and enforcing the highest standards in advertising as set out in the Advertising Codes of Practice, and promote the value of advertising self-regulation.

The Chairperson is responsible for chairing Governance Committee and ASA meetings and for leadership in carrying out governance duties in accordance with the ASA's objectives. The role is separate to the independent Chairs of the Advertising Standards Complaints Board and the Advertising Standards Complaints Appeal Board.

The ASA has built a robust codes and complaints process for advertising self-regulation over 40 years. Following an external KPMG review commissioned by the ASA, the membership has agreed to establish a Governance Committee and support the appointment of an independent Chairperson.

The Chairperson is appointed by a Committee established under the ASA Constitution with a mix of industry and independent members.

The day-to-day management of the ASA and its staff is the responsibility of the Chief Executive, appointed by the Governance Committee.

Role and responsibilities

The Chairperson will lead the ASA's advocacy programme, promoting the value of advertising self-regulation to stakeholders. A primary focus of the Chairperson's role will be to ensure the effectiveness of the ASA.

The Chairperson determines the agenda for Governance Committee and ASA general meetings and ensures that Governance Committee members receive whatever information (including financial information) they may require to take a strategic view of the ASA's current work and future course and to fulfil their obligations as members of an incorporated society.

In promoting the interests of the ASA, the Chairperson will, where necessary, act as a spokesperson for the ASA in written and broadcast media. The Chairperson can draw on the advice of the ASA's Chief Executive.

The Chairperson will chair the Complaints and Appeal Board Appointments Committee, determine any discretionary element in the remuneration of the Chief Executive in conjunction with the Governance Committee and determine in conjunction with the Chief Executive the total remuneration of the ASA staff.

In fulfilling this role, the Chairperson will expect the Chief Executive to assist him/her, in particular by discussing with him/her matters affecting the performance and public face of the ASA.

The Chairperson will, for example, expect the Chief Executive to discuss future activities with him/her, especially those to be included in the objectives paper/business plan and budget prepared annually; and to discuss the form and contents of the ASA's Annual Report.

Specific Duties

- To chair the ASA Governance Committee and ASA general meetings in accordance with the ASA Constitution and to exercise a casting vote when required.
- To present an annual Chairperson's report to members and stakeholders.
- To act on behalf of the ASA where business requires urgent decisions between meetings.
- To be available to the ASA Chief Executive to be consulted and to advise.
- To agree an annual plan of work with the Chief Executive and the Governance Committee to support implementation of the Strategic Plan.
- To chair the Complaints and Appeals Board Appointments Committee.
- To liaise with the Codes Committee and the Complaints and Appeals Boards and to attend meetings as appropriate.
- To represent the ASA at public, advocacy and social events.
- To act, where necessary, as a spokesperson for the ASA in written and broadcast media.

Candidate Profile

The Chairperson should have no material interest that could impact on his or her duties in the role.

Experience

- Understanding of the regulatory environment in New Zealand.
- Experience in governance roles.
- Understanding of and/or experience in a commercial environment.
- A record of success in managing change and influencing diverse stakeholders.

Personal Competencies and Attributes

Leadership

- Presence and gravitas, with a reputation and ability to command respect and maintain the confidence of consumers, the advertising industry, government and other key stakeholders in advertising self-regulation
- Proven leadership skills to help ensure the ASA remains an effective regulator.

Decision-making Skills

- Awareness of the policies and processes governing a Chair's role.
- Ability to manage diverse views and competing interests within the membership of an industry organisation to achieve outcomes in the best interest of the ASA.

Relationship Building and Communication

- Able to build and maintain positive working relationships with ASA Members.
- Ability to interact constructively with a range of stakeholders including Ministers, Members of Parliament and the advertising sector including advertisers, advertising agencies and media owners.
- Ability to represent the ASA with other parties, including NGO's, the public and the media.
- Articulate with well-developed presentation skills.

Time Commitment

The successful candidate needs to be able to devote the necessary time to being available to the Chief Executive on a regular basis; engaging with and presenting submissions on matters of interest to the ASA; giving occasional speeches and making occasional presentations, in consultation with the Chief Executive; attending one or two staff events during the year; and attending industry/trade association social events as appropriate.

Term of Appointment

The term of appointment is three years with an option for a further three-year term by mutual agreement.

Remuneration and Expenses

This is a part-time appointment. The range for remuneration is \$40,000 to \$50,000 per annum.

The cost of actual and reasonable travel and accommodation expenses on behalf of the ASA is also covered.

Background information on the ASA

The Advertising Standards Authority (ASA) is an industry-funded, self-regulatory organisation providing a codes and complaints system on marketing and communication standards in New Zealand. It runs a free complaints process for consumers about advertising and some forms of promotion and packaging, and a separately funded adjudication system for competitor complaints. It is an advocate for the benefits of advertising self-regulation and also provides an advisory service on advertising standards to the advertising and marketing industry and the public.

The ASA provides the secretariat for the Advertising Standards Complaints Board (ASCB), the Advertising Standards Complaints Appeal Board (ASCAB), boards with public member majorities that adjudicate on complaints about advertising in all media and on alcohol promotions and packaging. The ASA Chairperson may attend Complaints and Appeal Board meetings in an ex-officio capacity as an observer.

The ASA has five staff and a budget of \$750,000 per annum.