

Entered by Board Secretary

## Equal Justice Project presentation – supporting information

### Aronga / Purpose

1. To provide contextual background information for The Equal Justice Project (EJP) presentation at the 31 October 2023 Auckland Transport (AT) Board meeting.

### Ngā tūtohunga / Recommendations

That the Auckland Transport Board (board):

- a) Notes the contextual background information provided in this report.

### Te horopaki / Background

2. The EJP is a non-partisan pro bono charity that utilises law students' legal training and knowledge to advocate for change, including the promotion of effective climate action in Auckland.
3. EJP will present to the board at its 31 October 2023 meeting, outlining its request for an amendment to AT's Revenue Generating Advertising Policy to refrain from permitting or approving advertising on AT infrastructure, facilities or services that promotes petrol and diesel cars, airline advertising for flights or fossil fuel companies.
4. Its reason for this is to identify another lever to encourage a reduction in Auckland's greenhouse gas ("GHG") emissions to address the human induced climate crisis.

### Me mōhio koe / What you need to know

5. AT is New Zealand's largest single out of home (OOH) media owner (advertising that can be found outside of a consumer's home e.g., on assets ranging from billboards to bus shelters), owning 21% of OOH assets. AT has contracted its OOH advertising concessions to media services partners Media Works and oOh!media; they in turn directly sell and on-sell the space to media agencies buying for larger clients. OOH revenue is shared with AT and currently accounts for approximately \$7m net per annum.
6. AT's Revenue Generating Advertising Policy sets out high-level principles, together with a decision-making framework and criteria for governing the approval of advertisements which appear on AT's infrastructure, facilities, and services. The Policy provides a consistent set of principles,

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definitions and advertising standards for contracts which generate advertising revenue approved by the Executive General Manager, Customer Experience.

7. Specifically, this policy ensures that advertisements on AT assets comply with the standards set by the New Zealand Advertising Standards Authority (ASA) and sets out limitations on what may be advertised on AT's network, in some cases limiting advertisements for the purposes of social benefit, such as tobacco / vaping, alcohol, gambling, political parties, indecent or obscene advertisements.
8. Management is about to go to market to renew OOH media contracts and any changes to our policy would need to be considered in this context.
9. Any changes to our policy will need to consider and balance a range of competing business objectives to ensure that AT acts within its statutory purpose as set out in the Local Government (Auckland Council) Act 2009 which is "to contribute to an effective, efficient and safe land transport system in Auckland". The objectives to be balanced include: the Transport Emissions Reduction Pathway, Auckland Climate Plan and Hīkina te Wero: AT's Environment Action Plan (which sets out actions to change AT's organisational systems and processes) and other initiatives to support Auckland wide GHG emission reductions, alongside potential impacts on our ability to increase revenue generation, which is a key direction from Council reflected in our Statement of Intent and Council's guidance in preparing the Long-Term Plan. In addition, AT should note that currently there are no specific legislative restrictions on advertising/promoting petrol and diesel cars, airline advertising for flights or fossil fuel companies and the ASA also does not impose restrictions on such advertising.
10. AT and its advertising industry partners are committed to addressing our role in the climate crisis working with advertisers seeking behaviour change outcomes. We support the decarbonisation of the advertising supply chain with our media partners directly, but also aim to work collaboratively with carbon-intensive industry advertisers to encourage new behaviours and the use of lower carbon products and services.

## Ā muri ake nei / Next steps



11. There are no further actions proposed at this stage.

## Te whakapiringa / Attachment

Attachment number	Description
1	Presentation of the Equal Justice Project to the Auckland Transport Board.

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## Te pou whenua tuhinga / Document ownership

<b>Submitted by</b>	Adam Weller <b>Head of Climate Change and Sustainability</b>	
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<b>Approved for submission</b>	Dean Kimpton <b>Chief Executive</b>	