



Survey and Spatial New Zealand Policy Statement

A126 Commercial Partnership Exclusivity

Policy Number	Version Number	Date	Author	Next Review
7.9	1	August 2016	Hadyn Smith	



Contents

Introduction	3
Purpose	3
What is ambush marketing?	3
Exclusivity	4



Introduction

In 2013 S+SNZ introduced a commercial partnership strategy and as a result has significant and growing levels of funding from this source. Following on from the introduction of these partnerships the instances of non-partners trying to gain an unanticipated advantage (ambush marketing) from various levels of our organisation has increased and has been identified as an issue that has the potential to put this funding at risk. S+SNZ needs a policy to address ambush marketing and allow exclusivity so that the value to our partnerships continue to be valued and protected.

Purpose

This policy sets out the parameters for S+SNZ to use when signing an exclusive commercial partnership contract.

- Policy Type: Operational
- Person Responsible: CEO
- Date Approved: August 2016
- Updated N/A
- Review Date: August 2019

What is ambush marketing?

Ambush marketing is where providers of a product or service go around existing S+SNZ contracted relationships and try to gain a competitive advantage over our existing commercial partners. Examples include: a company going direct to one of our divisions and avoiding any long-term obligations and a competing entity using our own advertising and direct marketing to circumvent the offer of a partnership.

S+SNZ has a small but quality collection of commercial partners who financially support our membership objectives. We also have a small but growing group of competitors who have chosen not to enter any form of partnership but have actively used our publications and other opportunities to pursue our memberships custom in direct competition to our contracted partners. We can't stop sales or marketing from areas outside of our control but we must act to protect what we do control or our investment returns will reduce.



Exclusivity

Exclusivity means that we will not support within the parameters controlled by the S+SNZ, a commercial competitor of a S+SNZ contracted partner. The standard practice will remain that S+SNZ do not offer exclusivity – as we have several technical providers who are in the same or similar space.

Exclusive policy will apply as follows:

1. No branch, stream or division can enter any manner of commercial relationship with a competitor of an S+SNZ commercial partner without the consent of the CEO.
2. No branch, stream or division event can recognise, advertise or use a brand competing with an S+SNZ commercial partner without the consent of the CEO.
3. No direct competitor of an S+SNZ commercial partner may advertise in the S+SNZ Surveying + Spatial; Newslink; social media and electric publications under S+SNZ control without the consent of the CEO.
4. The CEO can offer exclusivity in categories approved by the S+SNZ Board.

Those categories are:

- i. Clothing;
- ii. Insurance;
- iii. Recruitment: and
- iv. Marketing.

