

## **BCCG endorsement policy**

### **1 Background**

The Body Corporate Chairs' Group was originally set up after the Unit titles Act 2010 came into force to represent body corporate chairs and provide information and guidance to enable them to govern their body corporate effectively. Its other key function was to advocate for bodies corporate as part of the unit title industry. However, as bodies corporate now tend to delegate the chairperson's function to their body corporate committee the BCCG has extended its education role to those committees and has also taken a more active role in commenting on the increasing number of issues facing apartment buildings and living as the sector continues to grow. BCCG membership currently stands at around 400.

### **2 Purpose**

The purpose of this policy is to provide guidance in responding to commercial organisations seeking BCCG endorsement of their services and/or products. It also clarifies some other matters relating to endorsement.

### **3 Scope**

This policy outlines the position of the BCCG in relation to endorsement or advertising or promoting of:

- commercial products and services that may be requested from time to time
- our sponsors
- providers of services to the BCCG
- statement or positions taken by organisations with whom the BCCG is affiliated or has a working association.

Responsibility for the implementation of this policy lies with the BCCG National Executive.

### **4 Objectives**

The objectives of this policy are to ensure:

- a consistent response to enquiries seeking BCCG endorsement of commercial products and services
- clarity in relation to sponsors' services and products provided to the BCCG
- clarity in relation to service and products provided to the BCCG by non-sponsors

- transparency regarding BCCG's position in relation to statements or actions taken by organisations or groups with which it is affiliated or associated.

## **5 Policy statement**

### *5.1 Non-endorsement of commercial services and products*

The BCCG does not endorse any commercial services and products, including those of its sponsors (see BCCG Sponsorship Policy). All such requests for endorsement, advertisement and promotion of commercial products and services must be declined. This includes requests to use our member database for such purposes, including member surveys.

This is because it is not a primary propose of the BCCG. Even though there are a wide range of services and products that bodies corporate use, the BCCG is not qualified to research and evaluate them and periodically review them. There would also be associated risk and potential liability if the endorsements were to be relied on and resulted in loss.

### *5.2 Services and products used by the BCCG*

Use of services and products by the BCCG is not to be construed as endorsement of those services and product or the providers of them.

BCCG branches, from time to time invite persons from commercial entities to present at members' meetings. Branches also respond to requests to address members at branch meetings and consider them on their merits. Care must take care to ensure, as far as possible, that there is wide representation of providers and that no one provider is, or appears to be favoured.

Also, the National Executive may from time-to-time commission and pay for specialist information on complex topics of interest from providers that it considers have expertise in addressing the particular matter. This also does not constitute general endorsement of the provider as the particular facts and issues relating to the commissioning will influence the choice of provider.

### *5.3 Endorsement of positions taken by organisation or groups with whom the BCCG is associated*

Where the BCCG is affiliated to national organisations (e.g. SCA(NZ), Property Council) the National Executive may separately and publicly endorse a particular stance or position taken on a matter that is relevant to the purposes and interests of the BCCG. This would have particular applicability to submissions in response to central government, local authorities, NGOs and the like.

Similarly for groups that have an association with the BCCG or its branches (e.g. Inner City Wellington). In the case of branches, any branch endorsement of another group's position must first be approved by the National Executive.

Any publicity relating to such endorsements must follow the BCCG Media and Spokesperson Policy.

## **6. Sharing this policy**

This policy will be posted on the BCCG website so that all members will have can access it. The policy can also be provided to organisations seeking endorsement or opportunities to advertise or promote their products and services.

## **7. Policy review**

This policy will be reviewed at least triennially by the National Executive.