



Australasian Promotional Products Association

**NEW ZEALAND MEMBERSHIP
APPLICATION FORM**

Requirements to apply for APPA membership

*A completed application form

*A letter on your accountant's letterhead verifying that the applying company has a turnover in excess of \$100,000 per annum

*A written reference from an APPA member (email correspondence is acceptable)

(Additional information may be required such as examples of the company's marketing, or information about policies)

WHO IS APPA?

The Australasian Promotional Products Association (APPA) was established in 1986 to promote the development and good standing of that segment of the Advertising Industry which is concerned with the manufacture, distribution and application of Promotional Products - in accordance with business practices and ethics which meet the highest industry and community standards.

THE AIMS OF APPA

- To develop and encourage high standards of ethical business practices within the industry.
- To provide a forum for the exchange of ideas and experiences through our website, events, education, marketing, activities and publications.
- To promote profitable growth for the industry.
- To publicly represent industry views and concerns.
- To create a better understanding of promotional products advertising and its importance through an active public relations program.
- To recognise outstanding accomplishments in promotional products advertising.
- To promote understanding and improve knowledge of our industry through Tertiary Institutions.

THE BENEFITS OF MEMBERSHIP

The association will provide:

- Access to the APPA website with many associated benefits.
- Participation in APPA Service Provider Discounts including courier services, freight, business insurances, recruitment and more.
- Participation in APPA Search and APPA Blue Book (a discount program worth over \$30,000 for Distributors)
- A forum for discussing topical industry issues and interfacing with APPA members.
- Promotion of APPA members to end users and to Distributors as credible trading partners.
- The opportunity to exchange ideas and discuss relevant industry issues with other members.
- The opportunity to participate in association functions, trade shows, educational programs and publications.

- A magazine, website and education sessions vital to the promotional products industry.
- Use of logo on business cards, letters etc.

QUALIFICATION FOR MEMBERSHIP

3 Requirements to apply for APPA membership

*A completed application form

*A letter on your accountants letterhead verifying that the applying company has an turnover in excess of \$100,000

*A reference from an APPA member

Membership is available to all trading businesses (whether companies, partnerships or individuals) except as directed under the heading "Specific Membership Restrictions".

A prospective member must fit into one of the three membership categories listed below:

MEMBERSHIP CATEGORY

- (i) Distributor Member; or
- (ii) Supplier Member, or
- (iii) Supplier/Distributor Member, (Dual)

1. DISTRIBUTOR MEMBER

"Distributor Member" is a corporate or firm who or which purchases promotional products and/or product decorating services from other suppliers and sells them to end users.

2. SUPPLIER MEMBER

"Supplier Member" means a Member who either sells promotional products and/or product decorating services to distributors OR sells promotional products and/or product decorating services to end users and distributors.

SPECIFIC MEMBERSHIP RESTRICTIONS

Membership is NOT available for those trading businesses which:

- Do not meet membership criteria or is voted as such by the National APPA Board.
- Who are normally customers of distributors or that are primarily end users of promotional products.

COST OF MEMBERSHIP*

I Entrance Fee

A once only non-refundable entrance fee of \$180.00
Pro-rata membership may be available depending on the month of processing your application

II Annual subscription are payable as follows: (Tax deductible)

- Distributor Membership \$ 650.00
- Supplier Membership \$ 650.00
- Dual Members \$ 950.00
- Distributor or Supplier with (branches or state offices permanent representation in another region) \$ 950.00

All fees stated above exclude of 15%GST.

APPLICATION FOR MEMBERSHIP TO APPA

A. Name of legal business Entity/Directory Listing: _____

* The legal business entity will be the recognised member of this Association

Trading as: _____

Postal address: _____ Postcode: _____

Street address: _____ Postcode: _____

Tel: () _____ Mobile: _____ Fax: () _____

Email 1: _____ Email 2: _____ Website: _____

Contact Name 1: Mr / Mrs / Ms _____

Contact Name 2: Mr / Mrs / Ms _____

Name: _____ Position: _____

Signature: _____ Date: _____

Please provide a full list of all company Directors **and attach a company profile.**

Directors: _____

B. Category & Class of membership applied for: (**Please tick only 1 Category or both** if Dual Member which best suits your activities).

CATEGORY: DISTRIBUTOR SUPPLIER DECORTOR Multiple Offices

Multi Office: Yes / No - please provide details of these

C. The following Full Member, having also **supplied a written reference (email is acceptable)** hereby certifies that the Applicant enjoys a good reputation within the industry and the applicant is professionally known by them.

Proposed by: (Contact Name) _____ Company : _____

Date: _____

PLEASE CHECK:

1. All sections of the *Application for Membership* have been completed.
2. One member has signed as proposer of your application
3. That the member's written reference is attached - on separate sheet or email nzinfo@appa.net.nz
4. A letter from your accountant is attached.
5. A cheque covering the joining fee plus subscription is stapled to the application form.

Please send this signed application enclosing entrance fee and subscription to:

APPA NZ Regional Manager
PO Box 492, Whangaparaoa, 0943
Tel: 09 4245896 Mob: 021 2772 919
nzinfo@appa.net.nz

* Failure to provide all of the required information may incur delays in processing this application. Membership becomes effective upon ratification by the Board of Directors and will be backdated to the day of application.

AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION

CODE OF ETHICAL AND RESPONSIBLE CONDUCT

This code details the responsibilities and code of conduct for members of APPA. Any breach of this code as determined by the APPA Board may lead to disciplinary action, fines or expulsion from the association in accordance with the Constitution.

Business Dealings

APPA Members shall conduct their activities with the highest standards of professionalism, ethics and integrity in dealings with clients or employers, past and present, and with their fellow members.

Members will not engage in anti-competitive or corrupt behavior between each other. APPA supports co-operative, professional dealings between members and encourages members to conduct business with each other. APPA also expects the employees of its members to behave in an ethical and responsible way and in accordance with their employment contracts.

Complaints

Where a member wishes to lodge an official complaint against another member for claims of unethical practices or breaches of the APPA Code of Conduct, it shall be their duty to inform the APPA Board via an official complaint form available from APPA. The evidence should be formally documented and corroborated by other parties where possible. Each member agrees that the association has the power to negotiate disputes with the member whether on behalf of another member or a client. Each member agrees to engage with the mediation process in order to hopefully find a solution acceptable to all parties. All members agree that if the APPA Board finds against a member, any complaints will be held in the APPA confidential files. Although APPA's mediation process and recommendations are not legally binding, and conducted in an advisory capacity, they are devised to set a standard of 'best practice' and professionalism and can be lodged with the industry rating systems APPA has or may develop.

Recognition of Fellow Members and Promotion of Business Activities

Supplier/ Decorator members will recognise the role of Distributors in the industry, acknowledge the service they provide and support them in the marketing of their products and services to end users. Suppliers / Decorators are encouraged to clarify their selling and pricing policies with Distributors and uphold those policies ethically. Suppliers / Decorators are encouraged to stand behind the safety and quality of their products / decoration and assist with the resolution of reasonable issues which may arise. Suppliers are encouraged to have procedures in place to ensure proper stock quantities, sizing and colours are provided.

Decorators are encouraged to educate Distributors / Suppliers on their specialised area of decoration and make them aware of limitations of products as they arise.

Distributor members will recognise the role of Suppliers / Decorators in the industry and acknowledge the service they provide and support them through the marketing of their products and services. Distributors are encouraged to respect the design, intellectual property, exclusive agent contracts and trading terms/policies of Suppliers / Decorators. Distributors are encouraged to check stock received from Suppliers before decoration to avoid irreversible damage to stock. Distributors are encouraged to respect the art work requirements and time lines of both Suppliers and Decorators and make every effort to supply clear instructions for production.

In placing an order with a Supplier / Decorator, it is inferred that the Distributor accepts the individual terms and conditions of the Supplier / Decorator. All members of APPA are advised to read all terms and conditions thoroughly. All members are encouraged to gain a good level of knowledge in the areas of decoration and the products they choose to promote.

Service Providers are encouraged to strive to understand the unique aspects of our industry and ensure quality and relevant services are offered with integrity. Service Providers, Decorators and Suppliers will ensure their staff members are adequately trained on any special offers they make available to APPA Members and that current contact details are updated with APPA.

Members of APPA will, whenever possible, promote and use fellow member's products and services.

The Internet and Website Activities

APPA Members will conduct themselves in an ethical and legal manner on the internet. Illegal misrepresentation on the web via URL Registrations, misleading or dishonest statements and illegal Website masking are considered a breach of the APPA Code of Conduct and are subject to disciplinary action.

Product Safety

Members will comply with all applicable laws and regulations regarding safety of products sold and will meet applicable recognised voluntary industry standards for products and processes.

Quality of Product and Services Provided

Goods and services provided by APPA members will be of an acceptable standard. Members will conduct the necessary quality control to ensure the products or services are as per advertised specification and pre-production samples provided.

Respect of Intellectual Property Rights

APPA members shall respect the Intellectual Property Rights of fellow members. These rights extend to products and services, trademarks, domain names, websites, images, catalogues and confidential client information supplied during the production process. Members will not attempt to pass themselves off as a fellow member by any means or attempt to trade upon the goodwill established by fellow members. This includes (but is not limited to) the use of domain names and websites similar to those of fellow members or others in the industry.

Training and Staff Development

Members have a responsibility to continue the acquisition of professional skills in the industry and to encourage the development of these skills in those who are desirous of entry into, or continuing in the profession of promotional product marketing.

Promotion and Development of the Industry

Members shall be committed to the growth and development of the industry and will support, promote and enhance APPA policies, membership programmes and the various activities of the Association. Further members shall help to improve the body of knowledge of the profession by exchanging information and experience with fellow members and by applying their special skill and training for the benefit of others.

Database Theft, Sale or Manipulation

Members and their employees will not steal, sell, copy or manipulate Databases from competitors, employers, clients or the Association itself (APPA).

Stock responsibility

The ordering, movement, production and sale of stock are all complex processes in our industry. It takes many stages to produce a successful promotion. Suppliers, Decorators and Distributors have stock responsibility throughout this process. APPA Members are encouraged print and publicise their terms and conditions and work together to resolve issues which may arise during this often rushed process.

Insurance & Liability

It is advised and encouraged that all APPA members carry the correct level of insurance for stock and general liability which comes with the production and supply of products. Additionally it is important for members to be aware of the level of cover and responsibility throughout the supply chain. The appropriate level of public and product liability insurance (especially important incrementally with the level of direct importing) is expected. All forms of necessary business and indemnity insurance are considered professionally sound and crucially important to sound business activities. Members should remember that safety and government requirements are a *shared* responsibility throughout the supply chain. Legally, each level of supply shares ultimate responsibility.

Labour Laws and Regulations

Members will not use any form of forced labour, including indentured, prison, bonded or slave labor and will not use physical or verbal harassment or abuse to discipline employees.

Members will not use child labour and will comply with all minimum age provisions of applicable laws and regulations.

Members respect the rights of employees to associate or organize without fear of reprisal or interference. If employees are represented by an organization recognized under law, we respect the right to bargain collectively. Members will not discriminate in hiring and employment practices on the basis of age, nationality, race, religion, social, sexual or ethnic orientation, gender or disability. Members will comply with all applicable wage, work hours, hiring, benefits, and overtime laws and regulations. Members will provide a safe, healthy and secure workplace. Further, members will abide by all applicable laws and regulations for safety and health. Proper sanitation, lighting, ventilation and fire safety protection will be provided.

Environment

Members will abide by all applicable environmental laws and regulations. Members will manage our environmental footprint including energy, water and waste systems for maximum efficiency to minimize the adverse impact on the environment. Members will not misrepresent products knowingly to their clients and expected to secure required legal documentation if representing products with specific features, qualities or performance.

Subcontractors and Sources

Members will ensure all businesses that support their business as subcontractors, manufacturers or sources of goods will comply with all of the same policies stated in our code of ethical and responsible conduct. All subcontractors and suppliers are required to comply with all applicable and national laws.

Use of APPA's Logo and Marks

The use of the APPA's logo must be confined to APPA activities, or the statement of name and business address on a card, letterhead, website and published articles. It may only be used while a Company is a financial member. Any information, statistics, reports, or editorial reproduced from APPA must be credited to the association and permission sought from APPA *before* reproduction occurs. At all times the logo should be reproduced in accordance with guidelines for use specified by the Association. ALL Members agree to remove the APPA logo immediately from all associated materials if tendering their resignation.

Tradeshows & Events

Members are expected to act with integrity and professionalism during all tradeshows and APPA events. At no time are members allowed to sign a delegate into an APPA show who is falsely representing their company. (including delegates who are not employed by that company (unless permission has been expressly given by APPA). End users, overseas guests and non-member Suppliers are strictly not allowed and will be removed from APPA events.

Distributors or Suppliers who knowingly falsely sign in external parties into APPA shows are subject to fines or disciplinary sanctions from the association. Members have a responsibility to alert APPA immediately if rouge delegates are presenting different identifications/business cards than noted on their lanyard tag or if they verbally indicate they do not work for the company represented on their badge identification.

Non-exhibiting Supplier Members not encouraged to attend APPA shows, but can attend if they request. They must wear the Visiting Supplier Badge prominently at all times as they visit the show. They are strictly prohibited from doing business at the APPA events and will be removed if this occurs. These actions include handing out business cards, samples or catalogues, doing business in the isles or café's, taking delegates off exhibitors stands for discussions.

Resignations and Expulsion

APPA invoices for membership are automatically issued at the end of the calendar year. If a member wishes to resign, they must submit the resignation in writing to APPA (preferably within the payment terms of that invoice). Memberships are non-refundable if resignation occurs during the calendar year and prorated if resignations are not received by the payment terms of the invoice. Members are encouraged to conduct an exit interview to provide valuable feedback to the association on improvements and changes to better the membership experience. ALL Members agree to remove the APPA logo from all their materials (web, printed or otherwise) within 10 working days of their resignation. In the case of expulsion from APPA, members who have been expelled immediately lose ALL benefits and rights as provided by the APPA constitution, Code of Conduct and membership benefit programs. The expelled member is required to immediately cease the use in all forms, of the APPA membership identity. Expelled members have 24 hours to completely cease in the use of the APPA logo and membership status in all forms.

Promotion of APPA's name, identity, images or information

Members will not publicly express, publish, distribute or disseminate adverse information (including pictures and diagrams) about APPA without express written consent.

Members acknowledge that if in the opinion of the Associations Officers or Board the member has failed in its obligation to uphold the Code of Conduct &/or Code of Practice or the provisions of the Associations Memorandum and/or Articles of Association or shall be guilty of any conduct which in the opinion of the Board is unbecoming of a member or prejudicial to the interests of the Association the Board shall have power by resolution to censure, fine, suspend or remove the member from the Association.

I _____ have read and agree to uphold the above Code of Conduct and Code of Practice.

Signed: _____ (applicant's signature)