



Application for membership

Agency Details

Agency Name: _____

Trading Name: _____

Physical Address: _____

Website: _____

General Email: _____

Telephone Number: _____

Primary contact

Name / Title: _____

Email: _____

Telephone Number: _____

Accounts info

Postal Address: _____

Accounts Email: _____

Accounts Contact: _____

**Please send this
application to:**

Simon Lendrum
CEO

simon@commscouncil.nz



Application for membership

Declaration

On behalf of the applicant Agency, I hereby declare that the Agency has read the Rules, Regulations and Codes of Practice of the Commercial Communications Council Incorporated ("Council"), undertakes to faithfully observe all terms and conditions contained therein, and consents to becoming a member of the Council. In particular, the Agency is aware of the following conditions of its Membership:

1. At least once a year, at a date determined by the Executive, each member shall provide the Council's accountants with a statement of its Total Revenue verified and signed by a chartered accountant. Members may be required to provide such other financial and operating information as may be requested by the Executive from time to time. All of this data is sent to the Council's Auditors and is held confidentially.
2. In accordance with the Council's support of the self-regulation of the advertising and communications industry and the Rules of the Advertising Standards Authority, the members of the Association agree to apply the Advertising Standards Authority's levy to their clients' invoices and pay the levies collected in this way to the Advertising Standards Authority on a monthly basis in arrears.
3. A person will cease to be a member of the Association:
 - (a) three months after the giving of notice by that Member;
 - (b) if the Member is wound up or ceases to carry on business; or
 - (c) upon the Member's membership being terminated by the Executive pursuant to Rule 8.2.
4. The agency abides by the Council's Code of Ethics (attached).

SIGNED ON BEHALF OF:

Agency: _____

Full Name: _____

Title: _____

Signature: _____

Date: _____



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Membership Investment:

The current investment for membership is 0.295% of total revenue. Once paid the member agency has access to preferential member pricing on all Comms Council provided services.

Each agency will be required to submit an annual declaration of total revenue, verified by a chartered accountant.

This confidential information is provided to the Council's auditors only and is not made available to any member, third party or other stakeholder ever. Within the Council, only the Commercial Director has access to the information for the purpose of annual billings.

The annual fee shall be split into two payments, one immediately after the renewal period (beginning 1 April) and one on the 1st of October annually.

Glossary of Terms

TOTAL ADVERTISING REVENUE FOR ADVERTISING AGENCIES

Total Advertising Revenue is defined as gross operating revenue retained by the agency from its activities in supplying advertising services to its clients in New Zealand. This includes:

Commissions earned on media and production external costs, any service fees charged in lieu of such commissions, total of "head hour charges" for such services such as strategy concept, creative, execution, production etc. The amount of any flat fees or retainers charged for advertising services.

This revenue should not include any capital profits, income from investment and or interest, discounts received from suppliers. This revenue should be calculated before any trading expenses of the agency.

TOTAL REVENUE FOR NON-ADVERTISING AGENCIES

Total Revenue for Non-Advertising Agencies shall be defined as all gross operating revenue retained by the company from supply and services to clients in New Zealand. This includes any commissions, fees, head hour charges and other forms of revenue earned by the company.

In some companies gross operating revenue may be defined as sales less external costs of sales. In calculating this revenue no account should be taken of operating costs such as cost of staff directly generating the revenue.



Application for membership

Glossary of Terms

ANNUAL SUBSCRIPTION:

The Annual Subscription to be paid by members shall be 0.2950% of Total Annual Advertising Revenue, or such other amount as may be determined by the Executive in accordance with the Council's Rules and Regulations.

The Total Advertising Revenue / Total Revenue shall be notified by each agency to the Council's Auditors annually prior to the AGM.

In any event, the minimum subscription shall be \$1,000 per annum.

COMMUNICATIONS FOR DECLARATIONS AND MEMBERSHIP:

Please send completed declarations to Simon Lendrum, CEO - simon@commscouncil.nz

If you have queries regarding your membership in general, please contact Simon Lendrum, CEO - simon@commscouncil.nz

Please note: All revenue declarations are used purely for the purposes of calculating membership fees. No data is ever shared beyond the Comms Council CEO.



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Declaration of total revenue

WE DECLARE THAT:

(Agency) _____

And It's Subsidiary companies covered by this declaration which include:

(Please ensure that their revenue is added into the declared total revenue)

Confirm that the total revenue* for the twelve months ended 31 December (of prior year) as provided in rule 7.2 of the Association is:

RENEWAL DUE DATE: 30 APRIL

If financial statements are not yet available, please estimate and provide final results prior to 1 September.

SIZE OF ORGANISATION:

Number of Full time staff at 31 December (of prior year): _____

Number of Part Time staff at 31 December (of prior year): _____

Authorised name: _____

Position: _____

Signature: _____

Date: _____

Verified by your Chartered Accountant:

Firm and Name (of accountant): _____

Contact Details: _____

Authorised Signature: _____

Date: _____

Please send to:

Simon Lendrum
CEO

simon@commscouncil.nz

*Total Revenue includes all operating revenue and expenditure and excludes capital profits, income from investments and interest.