



## NEW ZEALAND INSTITUTE OF QUANTITY SURVEYORS (INC)

### GUIDANCE NOTES ON ADVERTISING

These notes give examples of advertising which the Council of the Institute considers would be acceptable and examples of practices which, in the Council's view, would not be acceptable. These notes are for guidance only.

1. A member or members collectively may advertise in accordance with the following guidelines:
  - (a) An advertisement must not contravene, or be inconsistent with, the other provisions of the Code of Practice and Professional Conduct.
  - (b) An advertisement must be presented and produced in a manner which is professionally dignified and in good taste.
  - (c) An advertisement should contain only statements of fact presented in a manner which is not exaggerated or misleading.
  - (d) An advertisement should not contain any references to a client without that client's consent having first been obtained.
  - (e) An advertisement must not contain any statement which denigrates any other member or members.
2. Good taste, dignity and restraint should characterise any public announcement or advertisement which is prepared by a member and the nameplate or stationery used by them.

### EXAMPLES CONSIDERED ACCEPTABLE AND NOT ACCEPTABLE

3. Examples of advertising which Council considers acceptable:
  - : appointments and awards,
  - : staff recruitment,
  - : quantity surveyors seeking employment,
  - : brochures and newsletters,
  - : directories, e.g. yellow pages,

- : stationery and nameplates,
- : books, articles, interviews, lectures and radio and television appearances,
- : newspaper announcements,
- : inclusion of a quantity surveyor's name and report in a document issued by a client, e.g. a prospectus,
- : booklets and documents containing technical information,
- : training courses and seminars,
- : sponsorship, donations or provisions of suitable prizes for academic, sporting or social encouragement or achievement or other worthy cause and public acknowledgement thereof by the recipient,
- : the display of a quantity surveyor's name or firm's name outside the quantity surveyor's place of work where the nameplate or sign is of a size and form that is professionally dignified and in good taste,
- : the display of a quantity surveyor's name or firm's name on a sign on a project in the course of construction, where this is done with restraint and the quantity surveyor is retained by the employer in connection with quantity surveying services to that project,
- : the use of naming rights for a building occupied principally by the firm of quantity surveyors concerned,
- : participation in trade or similar exhibitions.

4. Where advertising is permitted there are nevertheless restrictions on its content. The following are examples of content which the Council considers would be acceptable:

- : factual information about the firm, such as name, address, telephone/facsimile/telex numbers, partners, associates, consultants, employees, office hours and the date the firm was established,
- : educational and professional qualifications, membership of professional bodies, normally recognised by designatory letters where appropriate,
- : the range of quantity surveying services offered,
- : the method or basis of fee charge, i.e. on the basis of a percentage of final cost or an hourly rate and an offer to discuss these prior to engagement,
- : statements of policy or position made by a quantity surveyor of their firm relating to a matter in which the quantity surveyor is involved in carrying out their work.

5. Practices or content of advertisements which would not be acceptable in the Council's view would include:
- : content which could create false or unjustified expectations of favourable results,
  - : statements which may be vulgar, sensational or otherwise such as would bring, or be likely to bring, the advertiser or the profession into disrepute,
  - : implications of an ability to influence any court, tribunal, regulatory agency or similar body or official,
  - : belittlement of other quantity surveyors and their practices,
  - : representations that would be likely to cause a reasonable person to misunderstand or be deceived,
  - : comment on matters directly affecting the work of any other firm or member or relating to the Institute or its affairs,
  - : payment made by a quantity surveyor to obtain personal interviews, features or articles published in the press, or personal appearances on radio or television.

As adopted by Council December 1998.