

**CODE OF PRACTICE AND STANDARDS**

**OUT OF HOME MEDIA SOUTH AFRICA (NPC)**

**Registration no: 2014/004036/08**

**This Code of Practice and Standards was adopted by a Special Resolution  
passed at a Special General Meeting held on 25<sup>th</sup> July 2024**

The Code of Practice and Standards (hereinafter referred to as “the Code”) for Out of Home Media SA NPC (hereinafter referred to as “the Company”) detailed hereunder is binding on all out of home media owner members of the Company.

Conscious of their responsibility to the community and, in particular, to the users of out of home media all members of the Company bind themselves to the Code of Practice set out in this document, the Constitution and MOI of the Company and undertake faithfully to adhere to their provisions.

The Board, elected from the members, administers the Code and it is applicable to all members who undertake to abide by the terms and conditions contained in such Code.

This Code may be altered or amended by a Special Resolution supported by 75% of the Voting Members present at the meeting in person or proxy and entitled to vote provided that there are no less than 3 (three) present in person as contemplated in the Company’s MOI and Constitution in line with regulation and legislation.

A written notice of alteration of the provisions of the Code shall be sent to each Member via electronic mail at least 21 (twenty one) days before the General Meeting to consider the proposed amendments.

By implementing the requirements of this Code and Standards, members of the Company will continue to enhance the position and status of the Out of Home Media Industry with users, the public, Government, Provincial Administrations and Municipal Authorities.

The Company accepts that a balance needs to be struck and maintained between:

- the needs of commerce and industry and their legitimate rights as entrenched in the Constitution on the one hand, and
- the outdoor advertising regulatory framework as promulgated by organs of state as well as formal public participation processes with organizations, bodies and individuals concerned with the environment including road safety, on the other.

The Company believes that where regulations and/or controls are necessary, such regulations and/or controls should be prescribed and administered in a transparent, fair and consistent manner by the authority under whose jurisdiction it falls.

To this end the Company seeks to assist and co-operate with all Government, National, Provincial and Local Authorities in establishing guidelines, regulations and by-laws that are necessary for the control of outdoor advertising.

The Company has established certain minimum standards for Out of Home Media in South Africa in order to:

- assist all members of the Company to conform to the same principles and rules, thereby creating a more effective medium which will be of greater advantage to all advertisers;
- create an atmosphere in which the various authorities and legislators will encourage and support a more positive attitude towards out of home media in all its formats;
- enhance the knowledge and understanding of advertisers and their agencies in the use of out of home media and improve its creative standard;
- encourage high construction, service and maintenance standards for out of home structures, promotional displays and transit media;
- encourage a responsible attitude towards the construction, display and positioning of out of home media structures and/or promotional displays and/or transit media with a specific regard to road safety.

## RESPONSIBILITIES OF OHMSA MEMBERS

### 1. Approvals

Members of the Company endeavour to submit, where required and in terms of existing legislation and regulation within the relevant ambits of the law, applications to the applicable controlling authorities prior to the erection of an out of home advertising structure or promotional display or positioning of transit media and endeavour not to erect any structure or display until such time as the required approvals for such erection or positioning have been obtained.

To this end, OHMSA shall assist in the facilitation to enable members to be upskilled within the out of home media sector.

### 2. Advertising Standards

Any out of home structure and/or promotional display and/or transit medium as permitted by law or regulation may not be in its content objectionable, indecent or insensitive to any section of the public or to any religious or cultural groupings or the like.

### 3. Environment

Members of the Company shall endeavour not to act to the detriment of the environment.

### 4. Industry Reputation

Members of the Company shall endeavour to act at all times and in all ways with a view to elevating the status and reputation of the Out of Home Media Industry.

### 5. Structures

The construction of all out of home media structures, promotional displays and transit media in terms of existing legislation will comply with approved specifications and be of a high standard of design and manufacture and comply with the Occupational Health and Safety Act (OHASA), particularly in light of the use of contractors and their compliance with such legislation at all times.

Any out of home structure and/or promotional display and/or transit medium as permitted by law or regulation may not:

- unreasonably obscure partially or wholly any sign owned by any other out of home media owner, previously erected and legally displayed in terms of existing legislation;
- constitute a danger to any person or property.

### 6. Maintenance

Members will endeavour to properly maintain all out of home structures, promotional displays and transit media to their original condition at all times.

### 7. Site Identification

Every out of home media sign or promotional display or transit media vehicle shall be identified by its own unique number and shall carry the name and/or logo of the member concerned in a prominent position in line with existing legislation.

### 8. Good Faith

In no way derogating from the above, members shall at all times in their dealings with third parties and with each other endeavour to display the utmost good faith in the interests of the Company and its members.

All members will uphold the competition law principles and comply with the competition laws and undertake not to discuss sensitive/confidential matters.

**9. Unauthorised use of Company Property**

Members must obtain permission to use Company Property.

Upon the termination by whatever means of the membership, members shall not without the consent of the Association at any time after the termination of the membership represent the Company still to be connected with the Association.

Permission for alternative use of Company Property should only be granted in writing from the designated official of the Association.

Being duly authorised thereto, I/we hereby accept the above Code of Practice and Standards for Out of Home Advertising, and commit my/our company to upholding the terms and conditions above.

Signed at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_

For and on behalf of \_\_\_\_\_  
(Company Name)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Designation

\_\_\_\_\_  
Designation

Signed at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_.

For and on behalf of Out of Home Media South Africa (NPC)

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
CEO