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# Media Policy

## Purpose

The media is often interested in news coverage of Ports of Auckland Limited (POAL). It is our objective to provide accurate, timely information to the news media and to handle all enquiries professionally.

## Scope

This Policy covers all POAL and subsidiary staff and contractors, and all property owned and/or operated by POAL and its subsidiaries collectively referred to in this Policy as POAL property.

## Company Policy

### Media Enquiries

All media enquiries including direct approaches to staff must be re-directed to a member of the [Communications Team](#).

### Speaking to Media

#### POAL

The Chief Executive Officer, Deputy Chief Executive Officer and General Manager Communications are authorised to speak to the media on behalf of POAL. Other members of the Senior Management team may be asked to speak to media regarding their areas of responsibility. All communications with the media must be co-ordinated through the Communications Team.

From time to time other POAL employees may be interviewed about issues relating to their specific expertise or authority, with the prior approval of a member of the Communications Team and, for issues of strategic importance, the Chief Executive Officer. Staff interviews are to be approved by a member of the Communications Team, relevant General Manager and the staff member concerned.

#### Subsidiaries

All media enquiries must be referred in the first instance to the CEO or General Manager of the subsidiary. If the enquiry is urgent and that person is unavailable for any reason, then the matter should be referred to the POAL Communications team.

Staff and contractors being interviewed by the news media in a private capacity must not suggest that they represent POAL or, through their private statements or actions, bring POAL into any kind of public disrepute.

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## **Access to POAL Property**

All visitors to POAL property must have prior approval from the Communications Team in order to access POAL property for the purpose of filming, photography and/or all other media activities.

No drones are to be used on POAL property unless permission has been given.

Visitors must always be escorted. They must be informed of no-go areas, safety protocols and security issues, including areas they may not film or photograph. The Port Facility Security Officer and relevant operations managers must be informed of their planned movements.

Permission from the shipping line, ship's agent and/or master of the vessel is required for filming or photographing a vessel, and for visits to a vessel. Staff must be advised if they are likely to be in shot and given the option of moving away if they do not want to be photographed or filmed.

POAL reserves the right to view photos or film footage prior to publication. All photography and filming will cease if the port is elevated to a high maritime level of security.

## **Emergency Management**

In case of an emergency, in line with POAL's Emergency Management Plan, the GM Public Relations and Communications must be informed immediately. The GM Public Relations and Communications, working with the Emergency Manager, will decide how media interest will be handled.

## **Non Media Requests**

Any non-media requests for filming or photography at POAL property (e.g. from production companies, schools or advertising agencies) should be referred to the Communications Team.

## **Breach of Policy**

Under POAL's Code of Employment any breach of this Policy will be investigated and may be considered to be serious misconduct.

**Approved by the CEO: July 2020**

**Policy Owner: GM Public Relations and Communications**

**Reviewed: 2 yearly**

## **Communications Team contact details**

### **GM Public Relations and Communications**

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