

Media Policy

1. Purpose

The media is often interested in Port of Auckland. Our objective is to handle all media enquiries professionally and in the best interests of the company.

2. 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

3.1 Media enquiries

All media enquiries including direct approaches to staff must be re-directed to a member of the communications team.

3.2 Speaking to media

The Chief Executive Officer is authorised to speak to the media on behalf of POAL. Other members of the ELT 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.

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 disrepute.

3.3 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.

3.4 Access to Port of Auckland property

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

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

All visitors must be always escorted by suitably trained staff. 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 before 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.

No photography or filming will be allowed if the port is at a high maritime level of security.

3.5 Emergency Management

In case of an emergency, in line with POAL’s Emergency Management Plan, the Head of Communications must be informed immediately. The Head of Communications, working with the Emergency Manager and/or the CEO, will decide how media interest will be handled.

3.6 Non-Media requests

Any non-media requests for filming or photography at POAL property should be referred to the Communications Team.

3.7 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: October 2022

Policy Owner: GM People, Culture & Communications

Reviewed: 2 yearly

Communications Team contact details:

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