

# Gold Coast Cabs

## Advertising Policy & Guidelines

[gccabs.com.au](http://gccabs.com.au)  
131 008



## Overview

All advertising is to be in keeping with the objectives, values and interests of Gold Coast Cabs and its Shareholders.

This document provides the standards and guidelines that all advertising companies, Vehicle Owners and Operators must be familiar with and understand.

Gold Coast Cabs reserves the exclusive right to review, at its sole discretion, the content of any advertisement and to reject, in part or in full, any advertisement which, in our opinion does not adhere to these guidelines or is not in the best interests of the Company.

Initial acceptance of any advertisement does not imply that subsequent advertisements from the advertiser, even with the same or similar content, cannot be rejected.

Vehicles may only be fitted with or carry only one mode of advertising externally and one internally at any time (excluding Gold Coast Cabs internal promotions).

Gold Coast Cabs Operators and Owners are bound by the Company's Articles of Association and By-laws and must comply with these regulations as required.

## Primary Guidelines for Advertisers and Intermediaries\Aggregators

1. Advertisement on a Gold Coast Cabs vehicle or interest does not imply endorsement of the service or product, the company advertising the service or product
2. Gold Coast Cabs reserves the right to notify its Fleet Operators and Owners\Shareholders that an advertiser has failed to make appropriate payments for the use of its vehicles for advertising.
3. Advertising is not permitted that promotes:
  - a. anything that could be detrimental or have negative impact to the Gold Coast Cabs brand or image
  - b. advertisements for products that compete with Gold Coast Cabs services (including but not limited to, transportation and call centre services).
  - c. Any products that is prohibited from advertising under local, state or federal law;

- d. advertising that causes offence or incites hatred of any individual, group or class;
  - e. advertisements glorifying, or delivering for the purposes of entertainment, scenes or descriptions of non-consensual pain, suffering, death, torture or ill-treatment of humans or animals;
  - f. advertising relating to bombs, guns, ammunition and other offensive weapons;
  - g. not be classified as MA15+, R18+, X18+ or RC pursuant to the classifications set out in the Classification (Publications, Films and Computer Games) Act 1995 (Cth) or, if it is not classified, if it were classified pursuant to the classifications set out in the Classification (Publications, Films and Computer Games) Act 1995 (Cth), it must not be reasonably likely to be classified MA15+, X18+, R18+ or RC;
  - h. advertising that contains a misrepresentation which is likely to cause damage to the business or goodwill of a partner or competitor;
  - i. promotion of illegal products or services, including drugs, illegal substances or any relating products or services;
  - j. Sensationalist material (e.g. gossip, scandal, end of the world K-class scenarios) or defamatory;
  - k. advertising of a religious nature
4. Political Advertising requires approval of Gold Coast Cabs via the [marketing@gccabs.com.au](mailto:marketing@gccabs.com.au) email address
5. All vehicle wraps require approval through Gold Coast Cabs Head Office and must comply with the design specifications. Rooftop and Taxi boot lid advertising may be placed directly with Fleet Operators and Vehicle owners as long as they comply with Gold Coast Cabs policy and Guidelines (this document).
6. Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and must be able to substantiate any claims made.
7. Advertisers are responsible for ensuring that all claims about goods and services are accurate, and are not to claim that goods and/or services have any special sponsorship or affiliation that they do not have.
8. Advertisers must not make false or misleading representations about the products and/or services being advertised. Misleading behaviour includes any kind of conduct or behaviour in business that could give a customer the wrong impression or may potentially breach the Trade Practices Act. Disclaimers should be specific, clear and highly visible.
9. Where an advertisement contains links to third party websites, Gold Coast Cabs does not review or control the content of the third party websites and is not responsible for the accuracy of the information contained, or the views expressed, in those sites. Advertisers that supply information to those sites, or that access third party products and services, do so at their own risk.

## Taxi Wraps (on body Advertisements)

Full body wraps are NOT permitted (excluding Gold Coast Cabs internal advertising) as these cause significant dilution of the Gold Coast Cabs brand and awareness of the vehicles primary purpose as a Taxi.

All taxi wraps must be approved directly by Gold Coast Cabs Head Office and submitted to: [marketing@gccabs.com.au](mailto:marketing@gccabs.com.au)

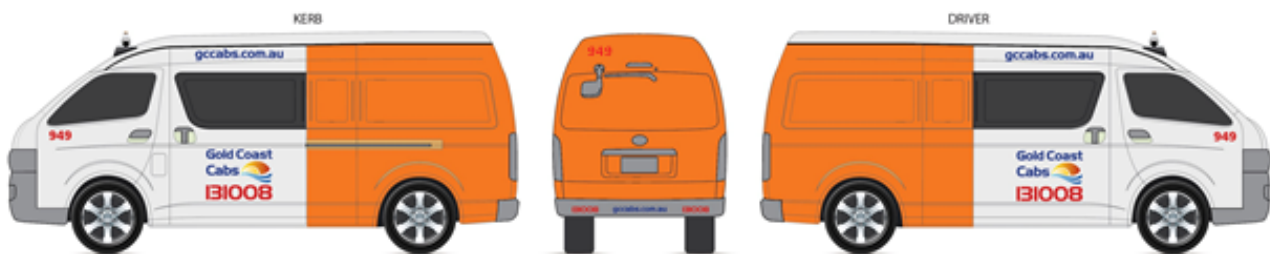
### Failure

Below are the approved designs and mode of advertising on all Gold Coast Cabs vehicles for vehicle wraps:

### Sedan\High Occupancy Vehicle



### High Occupancy\Maxi



At all times the vehicles fleet number **must** be clearly visible and distinct from the advertising wrap.

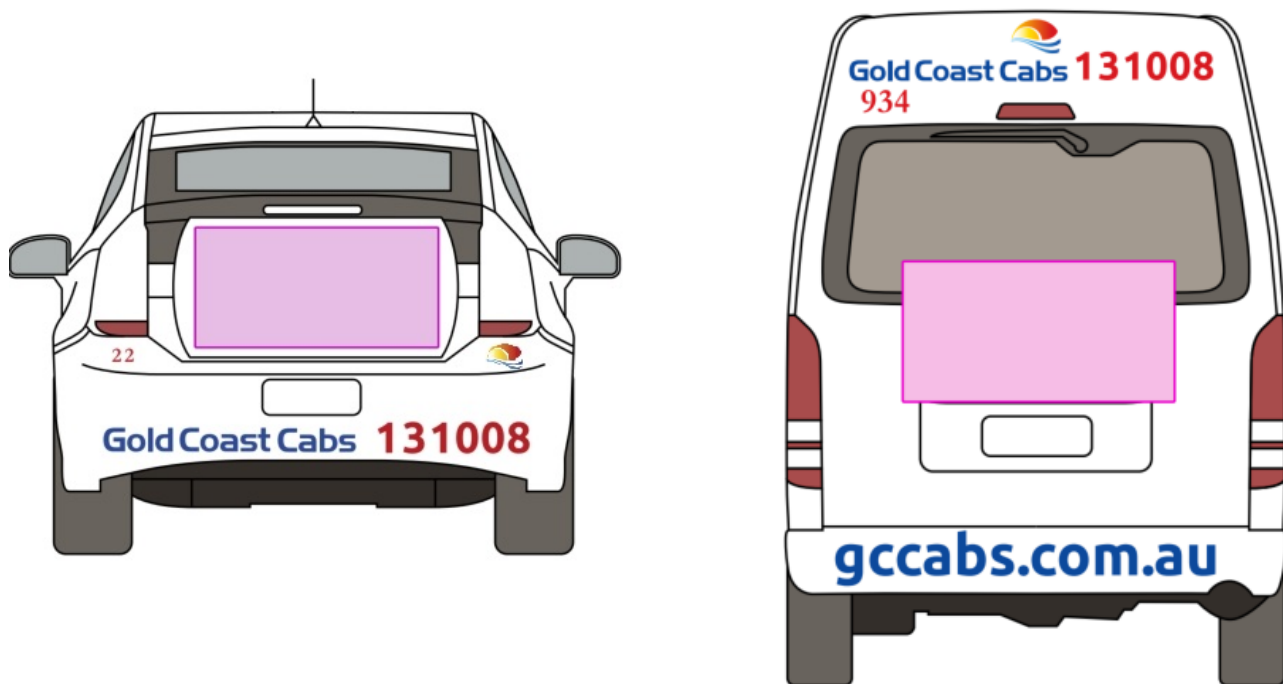
Gold Coast Cabs must be notified of wraps that are damaged due to accident or vehicle body part replacement. Repairs are required to implemented within 7 days of the incident occurring.

## Taxi Boot lid and Roof Top advertising

Advertising via this medium does not require direct engagement with Gold Coast Cabs, however **MUST** comply with the guidelines and policies set out in this document as well as relevant Transport and Main Roads legislation and regulations.

Boot lid and Rooftop modules when not in use may be BLANK and remain in place should a vehicle be running a vinyl wrap, however Gold Coast Cabs encourages that these be leveraged to promote Gold Coast Cabs products, services or Driver recruitment for the Gold Coast Cabs brand only.

Approximate boot lid design examples:



Bootlid Holders should have approximate dimensions no larger than:

- Length across : 930mm
- Depth at top : 190mm
- Depth at bottom : 100 mm
- Height : 470 mm

Approximate roof top design example:



Any major deviation from either of these mountings which would impair Gold Coast Cabs livery and decaling **MUST** be approved by Gold Coast Cabs.

## Internal and Electronic advertising

Advertising via this medium does not require direct engagement with Gold Coast Cabs, however **MUST** comply with the guidelines and policies set out in this document as well as relevant Transport and Main Roads legislation and regulations.

Furthermore, any digital or electronic devices must also be safely installed, compliant with appropriate legislative and regulatory guidelines and be of a high quality and performance level.

Equipment installed in/on Gold Coast Cabs vehicles will have an impact on how passengers perceive the Company brand holistically and as such must be responsive and perform as a reasonable individual would expect.

## Fleet Operator advertising

A single (1x) Sticker advertising Fleet Operators brands are permitted but are to be no larger than “bumper sticker” size (300mm x 100mm).

## Negative Feedback Policy

In the event that Gold Coast Cabs receives negative feedback in relation to a particular advertisement, it will:

1. Evaluate the validity of issues raised;
2. Direct the remove the advertisement from Gold Coast Cabs vehicles if it is determined necessary; and
3. Contact the advertising placement services to inform them that an advertisement has been removed.

## Removal of Advertising Material

Gold Coast Cabs may remove (or direct the removal of) advertising material from a vehicle(s) where such material:

- does not comply with the advertising standards or other constraints issued by Gold Coast Cabs
- is the subject of a (reasonable) complaint
- breaches any Agreement in place (both with Gold Coast Cabs and/or its stakeholders)
- is or appears to Gold Coast Cabs likely to breach any laws or applicable industry code
- promotes a Competitor, or
- is inconsistent with guidelines regarding use of the Gold Coast Cabs brand

If Gold Coast Cabs issues a directive to remove any advertising material from a Gold Coast Cabs vehicle, it will, where it is practical to do so, notify the Advertiser of the reason for removal.

## Disputes\Resolutions

Disputes\Resolutions can be lodged with the Gold Coast Cabs marketing team ([marketing@gccabs.com.au](mailto:marketing@gccabs.com.au)) with final decision authority residing with the Gold Coast Cabs senior leadership team\Executive General Manager.

## Privacy

Gold Coast Cabs will never share any information that can be used to identify a customer.

To the extent that advertising material requests or otherwise uses personal information from Gold Coast Cabs customers, the Advertiser will be required to comply with the Privacy Act 1988 and National Privacy Principles. This will involve compliance with requirements relating to obtaining prior consent to using personal information and storing such information.



## CONTACT

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