

# REINZ Ambassadors

## Role description & Code of Practice



### Introduction

The Real Estate Institute of New Zealand (REINZ) is a voluntary membership organisation representing real estate professionals nationwide. REINZ is committed to developing and enhancing the real estate industry by promoting excellence in customer care and best practice standards.

REINZ undertakes its functions on a national, regional and district level. There are 5 separate regions and 13 districts.

Each district has one or more designated REINZ Ambassadors, who work closely with the REINZ Regional Director responsible for the Ambassadors' district. The Regional Directors responsible for each district are as follows:

Region	Districts (as set out in Schedule 1 of the REINZ Rules)	Responsible Director
1	Auckland, Northland, Coromandel	Treena Drinnan
2	Waikato/ Bay of Plenty/ Gisborne	Neville Falconer
3	Hawkes Bay, Manawatu/ Wanganui, Taranaki, Wellington	Malcolm Morris
4	Nelson, Canterbury/ Westland	Shane O'Brien
5	Otago, Southland, Central Otago Lakes	Gail Hudson

The position of REINZ Ambassador is a prominent role and one of trust and responsibility. As such, appointments are made by the REINZ Board. Appointments are for an initial term of 3 years, with subsequent terms granted at the discretion of the Board.

REINZ Ambassadors are current members of REINZ and perform their Ambassador roles on a voluntary basis.

### Scope of Role

REINZ Ambassadors undertake the critical role of ensuring there is ongoing communication between REINZ Members in the districts and REINZ, so that REINZ's products and services remain relevant and continue to add value to Members. REINZ Ambassadors also keep Regional Directors updated on regional issues. REINZ Ambassadors perform the following functions:

Function	Notes
Proactively understand industry issues relevant to the Ambassador's district by engaging with local REINZ Members and industry and community leaders	REINZ encourages Ambassadors to meet with local Members of Parliament and other community and industry leaders. REINZ can assist Ambassadors to contact and engage with community leaders, as appropriate. REINZ promotes Ambassadors to the wider REINZ membership to assist them to engage with Members outside of their brands
Reporting local issues and information to REINZ	Ambassadors report to REINZ via a monthly press release survey, which captures local information. Ambassadors are encouraged to provide information beyond the questions in the report. Regular calls with the Ambassador's REINZ Regional Director are strongly encouraged
Promoting REINZ's membership offering (products and services) to local Members	REINZ provides Ambassadors with a quarterly newsletter to enable better dissemination of information to local Members. REINZ also provides Ambassadors with copies of press releases, advisory updates and tech updates as appropriate
Promoting REINZ events locally, attending events and providing feedback on the same	Member lists are provided to Ambassadors to assist them to promote REINZ activities. REINZ actively follows-up Ambassadors after events
Assisting REINZ to identify local speakers for events	REINZ engages with Ambassadors at the planning stage for events, during which Ambassadors assist REINZ to identify appropriate and engaging speakers and topics
Providing feedback to REINZ on advocacy projects, as required	REINZ provides draft submissions to and otherwise seeks feedback from Ambassadors on advocacy projects, as required
Being the 'face of REINZ' for Members in the districts, enabling communication between local Members and REINZ	REINZ raises the profile of Ambassadors so Members know who they are, what they do and how to contact them. Ambassadors should make themselves known to Members by attending local events
Speaking on REINZ's behalf on local issues <b>if requested and authorised to do so by REINZ</b>	Ambassadors may at times be requested to speak to media on REINZ's behalf
Providing feedback on draft advisory guides and resources, as required	REINZ provides draft advisory resources (information sheets/ best practice guides) to Ambassadors for feedback, as required
Providing 'beta testing' services for new REINZ digital products, as required	REINZ provides Ambassadors with access to tech products and services at the development stage for testing purposes, as required.

### Code of Practice

All REINZ Ambassadors:

1. Shall act professionally, ethically and honestly at all times;
2. Must not act in a manner that may bring REINZ or the real estate profession into disrepute;
3. Must be a member of REINZ for the full length of their term as REINZ Ambassador;

4. Shall abide by any REINZ policies and membership Codes of Practice published from time to time;
5. Shall maintain a commitment to improving industry knowledge, skills and qualifications so they can perform competently in their role as REINZ Ambassador;
6. Shall attend any REINZ Ambassador workshop/ training day (Workshop) as required by REINZ from time to time. The cost of flights and accommodation to attend the Workshop shall be paid for by REINZ;
7. Shall engage with the Regional Director for their region (either in person or by conference call) at least three times per year or otherwise as mutually agreed with the Regional Director;
8. Must keep the Regional Director for their region informed of any regional or district specific issues;
9. Must engage and be involved with REINZ Members in their region so they can keep abreast of any issues or matters that require attention;
10. Shall assist REINZ as reasonably required with and attend any REINZ events in their region;
11. Shall provide a monthly regional market report to REINZ, using the prescribed format, to assist the REINZ Board and management to stay informed about real estate activity and market conditions in their region;
12. Must promote REINZ events and membership products and offerings to local REINZ Members;
13. Shall ensure they have the requisite authority from REINZ before speaking on REINZ's behalf to the general public and/or the media;
14. Agree that if they make public any personal views that they hold on the real estate industry, they shall not claim or imply that they are representing the official view or policies of REINZ, unless they have been authorised to do so by the Chief Executive Officer of REINZ or their relevant REINZ Regional Director;
15. Agree that if they are given any confidential information (including contact information for REINZ Members in their region), they shall:
  - a. Only use such confidential information as authorised by REINZ and only for the purposes of performing their role as REINZ Ambassador;
  - b. Keep such confidential information secure and not disclose it to any third parties except with the written permission of REINZ and any other relevant party;
  - c. Continue to abide by this clause 15 after they cease to be a REINZ Ambassador.
16. Agree that if they are provided with access to any REINZ intellectual property, they must only use/ access such intellectual property as authorised by REINZ and only for the purposes of performing their role as REINZ Ambassador. They acknowledge that the provision of REINZ intellectual property does not confer upon them any ownership or proprietary rights in that intellectual property. They must continue to abide by this clause 16 after they cease to be a REINZ Ambassador.

## **Notes**

This Code of Practice applies to all current REINZ Ambassadors. Where applicable, the obligations in this Code survive termination or expiry of a REINZ Ambassador's term.

Breach of this Code may result in termination of an individual's appointment as REINZ Ambassador or suspension from all Ambassador activities until further notice by the REINZ Board.