

# NZSAE Professional Secretariat Standards of Professional Practice

The New Zealand Society of Association Executives (NZSAE), Te Hapori o nga Kaiwhakahaere Hononga o Aotearoa, requires Association Management Companies (PROFESSIONAL SECRETARIATS) listed in its directory to adhere to the highest standards of professional conduct, ensuring trust, accountability, and excellence in service to the association sector. This code provides comprehensive guidelines for professional behavior, service delivery, compliance, and continuous improvement.

## 1. Professional Conduct

- Uphold the integrity and reputation of the association management profession.
- Maintain honesty, fairness, and transparency in all professional dealings.
- Avoid conflicts of interest and disclose any potential conflicts promptly.
- Demonstrate respect for diversity and inclusion in all client interactions.

## 2. Service Excellence

- Provide consistently high-quality services tailored to the unique needs of association clients.
- Establish service agreements clearly detailing deliverables, timelines, and pricing.
- Commit to continuous improvement in service delivery through regular evaluations and feedback mechanisms.
- Employ qualified staff with expertise in association management.

## 3. Compliance and Accountability

- Adhere to all relevant New Zealand laws and regulations, including the Incorporated Societies Act 2022.
- Maintain accurate financial records and ensure complete transparency in financial reporting.
- Engage independent audits or reviews periodically to validate compliance.
- Accept full accountability for service outcomes and client satisfaction.

#### **4. Confidentiality and Data Protection**

- Ensure strict confidentiality of all client information and member data.
- Comply with the New Zealand Privacy Act 2020 in the handling of data.
- Use data solely for the purposes agreed upon with the client association.
- Implement secure data storage and access protocols.

#### **5. Continuous Improvement and Professional Development**

- Foster a culture of ongoing learning and skill development within the PROFESSIONAL SECRETARIAT.
- Ensure all staff undertake regular professional development relevant to association management.
- Encourage active participation in NZSAE events and professional learning forums.
- Stay informed on evolving best practices and innovations in association management.

#### **6. Ethical Marketing and Representation**

- Represent the services and capabilities of the PROFESSIONAL SECRETARIAT accurately and honestly.
- Avoid exaggerated claims or misleading statements in marketing materials.
- Ensure promotional efforts reflect genuine expertise and value.

#### **7. Client-Centered Approach**

- Act in the best interests of the client association at all times.
- Foster open communication, collaboration, and mutual respect with clients.
- Develop service models that support the strategic goals of client associations.
- Provide transparent processes for feedback, dispute resolution, and service adjustments.

#### **8. Conflict Resolution and Dispute Management**

- Establish a clear process for managing conflicts or service complaints.
- Respond to issues in a timely and respectful manner.
- Engage in mediation or third-party review where necessary.
- Document conflict resolution outcomes for continuous learning.

## **9. Sustainability and Social Responsibility**

- Promote environmentally responsible practices within Professional Secretariat operations.
- Encourage sustainable event management practices for client associations.
- Support initiatives that contribute positively to the community and society.

## **10. Use of NZSAE Name and Events**

- Association Management Companies (. As) listed in the NZSAE directory must not use NZSAE events, platforms, or activities for direct solicitation of business, unless specifically invited or permitted by NZSAE. Participation in NZSAE events is intended to foster sector-wide learning, collaboration, and connection—not as an avenue for unsolicited promotion.
- Professional Secretariat's are expected to engage in a manner that respects the purpose of NZSAE gatherings, maintaining the professional environment and mutual trust that underpins our community.

## **11. Breach of Standards**

- Professional Secretariat's found to be in breach of these standards may face review and potential removal from the NZSAE Professional Secretariat's directory.
- The review process will include a fair and transparent assessment of the circumstances.

*For further information or to inquire about listing as a Professional Secretariat's please contact NZSAE at [info@nzsae.org.nz](mailto:info@nzsae.org.nz).*