

Reach Media New Zealand Limited

Issued | Tukuna: 15 May 2026

BR Prd 26/06

The Arrangement is the engagement of one or more Supervisors by Reach Media New Zealand Limited (Reach) to provide certain supervisory services in metropolitan and rural areas in relation to the delivery of unaddressed mail (eg, newspapers, circulars, leaflets, brochures, catalogues, advertising material, samples).

This product ruling concludes that, subject in all respects to any conditions it states, the Taxation Laws apply to the Arrangement as follows:

- (a) For the purposes of the PAYE rules, any payment Reach makes to a Supervisor under the Contract will not be “salary or wages” or “extra pay” or a “schedular payment” within the meaning of those terms as defined in, respectively, ss RD 5, RD 7 and RD 8 of the Income Tax Act 2007.
- (b) For the purpose of s DA 2(4) of the Income Tax Act 2007, any payment Reach makes to a Supervisor under the Contract will not be “income from employment”.
- (c) For the purposes of the Goods and Services Tax Act 1985, any Supervisor’s provision of services under the Contract will not be excluded from the definition of “taxable activity” (in s 6 of the Goods and Services Tax Act 1985) by s 6(3)(b) of the Goods and Services Tax Act 1985.

START DATE – END DATE | RĀ TĪMATA – RĀ MUTUNGA

1/07/2026 – 30/06/2031

(THIS TITLE PAGE DOES NOT FORM PART OF THE RULING. | KĀORE
TĒNEI WHĀRANGI TAITARA I WHAI WĀHI I TE WHAKATAUNGA.)

Product Ruling | Whakataunga Whakaputanga – BR Prd 26/06

This is a product ruling made under s 91F of the Tax Administration Act 1994.

Name of person who applied for the Ruling | Ingoa o te tangata i tono i te Whakatau

This Ruling has been applied for by Reach Media New Zealand Limited (Reach).

Taxation Laws | Ture Tāke

This Ruling applies in respect of:

- the definitions of “extra pay”, “income from employment”, “PAYE rules”, “salary or wages” and “schedular payment” in the Income Tax Act 2007;
- s DA 2(4) of the Income Tax Act 2007; and
- s 6(3)(b) of the Goods and Services Tax Act 1985.

The Arrangement to which this Ruling applies | Te Whakaritenga i pāngia e tēnei Whakataunga

The Arrangement is the engagement of people (Supervisors) by Reach to provide certain supervisory services in metropolitan and rural areas in relation to the delivery of unaddressed mail such as newspapers, circulars, leaflets, brochures, catalogues, advertising material, and samples.

Further details of the Arrangement are set out in the paragraphs below.

1) The Parties to the Arrangement are:

- Reach: a New Zealand incorporated company that carries on the business of delivering unaddressed mail to New Zealand households; and
- Supervisors: people who are, or are to be, contracted by Reach to provide certain supervisory services in metropolitan or rural areas in relation to the delivery of unaddressed mail.

2) Reach also contracts with the following people, although they are not technically parties to the Arrangement:

- Distributors: people who physically deliver the unaddressed mail from the drop-off locations to households and other premises throughout New Zealand; and
 - Drivers: people who use their own vehicles to transport the unaddressed mail from Reach's premises to predetermined drop-off locations.
- 3) The deliveries that the Supervisors supervise do not involve carrying items that require Reach to be registered as a postal operator under the Postal Services Act 1998.
 - 4) Reach is run by a management team based in Auckland and has processing branches throughout the country. A network of Distributors, Drivers and Supervisors delivers unaddressed mail.
 - 5) Reach's processes and systems align with industry practice. The industry uses a delivery model of supervisors who coordinate the activities of a team of distributors. The Drivers, Distributors and Supervisors are paid on a "piece rate" basis under Contracts for Services (ie, as independent contractors).
 - 6) The Supervisors are engaged under a standard form contract to supervise Distributors in delivering unaddressed mail in a defined area (Contract). The Contract refers to a health and safety manual (Manual) that Supervisors are instructed to consult in addition to the Contract.
 - 7) Specific procedural details referred to in the Contract are also provided in specific delivery instructions (Delivery Instructions) given to the Supervisors before each job.
 - 8) The Manual does not replace or override any of the material terms of the Contract. It does not affect the nature of the contractual relationship between Reach and the Supervisors.
 - 9) The terms of the Contract under various headings are as follows.
 - 10) Under the heading "Services", the Contract requires Supervisors to:
 - complete the services set out in Schedule 1 of the Contract;
 - ensure other business commitments do not affect their obligations to Reach; and
 - familiarise themselves and fully comply with the Manual (including any amendments) and any applicable legislation, including that related to tax and to health and safety.
 - 11) Schedule 1 of the Contract requires Supervisors to oversee the delivery of material by Contracted Distributors in a defined area and to complete related tasks.
 - 12) Schedule 1 specifies Supervisors are contracted for the services of:

- Processing Stock: preparing and distributing of stock to each Contracted Distributor within the Supervisor's area (this requirement is deleted for Supervisors in metro areas);
- Physical Delivery: overseeing the physical delivery of individual items by Contracted Distributors to nominated delivery points;
- Administration: maintaining and supplying to Reach details of current Contracted Distributors and providing information in relation to any round changes and associated delivery quantities, including No Circular counts; and
- Client Service: ensuring delivery contractors phone or text in confirmation of delivery before the close of the delivery window.

13) Under the heading "Payment", the Contract states the fees are the only amounts payable in respect of the Deliveries and are inclusive of all taxes (except GST) and other duties and levies. Each Supervisor's fee for performing the services for Reach is calculated at the rates set out in Schedule 2 of the Contract. Under the Contract, Reach will provide a "buyer-created tax invoice" before payment and will make payment by direct credit fortnightly on a Wednesday. The implication of these provisions is that Reach will provide an invoice to Supervisors before payment, with payment made fortnightly. The invoice takes the form of a buyer-created tax invoice for GST-registered Supervisors or a similar invoice for Supervisors who are not GST-registered. The Supervisor must not send an invoice to Reach. The Supervisor must advise Reach immediately if they believe the invoice is incorrect.

14) Under the heading "Equipment", the Contract states that Supervisors are responsible for providing their own equipment (eg, personal office supplies, a telephone, a vehicle and wet-weather gear) at their own expense. Supervisors are also responsible for ensuring such equipment is well maintained, safe and fit for its purpose.

15) Schedule 3 of the Contract requires Supervisors to provide their personal details, their bank details and, if they are GST-registered, their Inland Revenue number.

16) Under the heading "Taxation", the Contract states that Supervisors will register for GST with Inland Revenue if required to do so and provides the current registration threshold. The Contract specifies that:

- Supervisors are responsible for the payment of their own taxes on payments Reach makes to them under the Contract;
- Reach may be required to withhold taxes from its payments; and

- if Reach is required to withhold taxes, the payment made will be reduced to the extent that tax is withheld. If Reach wrongly fails to withhold tax from its payments to a Supervisor, it will be entitled to recover such amounts from the Supervisor.
- 17) Under the heading "Termination of Contract", the Contract states that Reach or Supervisors may terminate the Contract for any reason whatsoever by giving 4 weeks' notice in writing. However, if Reach believes there has been a serious breach of the Contract, then it may terminate the Contract immediately without notice. Reach may also terminate the Contract for serious breach of the Manual (including any amendments). Reach does not have the right to terminate the contract, with or without notice, where the Supervisor declines any work Reach offers that is in addition to the work that the Supervisor has agreed to perform under the Contract.
- 18) Under the heading "Status of Contractor", the Contract defines the Supervisor's status as follows:
- The Supervisor is engaged by Reach under a Contract for Services, which means the Supervisor is an independent contractor. The terms of the Contract or its operation do not create an employment relationship between the Supervisor and Reach.
 - The Supervisor is free to accept other engagements or work while they are engaged by Reach. However, the Supervisor agrees not to undertake other work that does or may conflict with the interests of Reach.
- 19) Under the heading "Indemnity", the Contract states that the Supervisor is to undertake the services at their own risk. This means Reach will not be liable to the Supervisor (or any other person) for any loss resulting from the Supervisor's deliberate actions or negligence or where they breach any term of the Contract or the Manual (including amendments).
- 20) Under the heading "Delivery Options", the Contract states that the Supervisor is responsible for arranging for someone else to carry out the services if the Supervisor is unable to work. The Supervisor is solely responsible for payment and all other obligations to others who help them in this way.
- 21) Under the heading "Frequency of Deliveries", the Contract states that Reach does not guarantee any minimum amount of unaddressed mail for which the Supervisor will carry out the services. The volume of unaddressed mail available for distribution will vary depending on the time of year and the needs of Reach's clients.
- 22) Under the heading "Independent advice", the Contract states that the Supervisor is entitled to take independent advice about the Contract, and Reach will provide them with a reasonable opportunity to do so before entering into the Contract.

Conditions stipulated by the Commissioner | Here i āta whakaritea e te Kaikōmihana

This Ruling is made subject to the following conditions:

- (a) The terms of the Contract entered into between Reach and the Supervisors are the same as those contained in the updated Contract provided to Inland Revenue on 9 March 2026 as part of the Ruling Application, except in relation to immaterial details such as fees, rates, frequency of invoices, defined areas, names and addresses that are in the Manual or specific Delivery Instructions.
- (b) The relationship between Reach and any of the Supervisors is, and during the period of this Ruling will apply, in accordance with all material terms of the Contract.

How the Taxation Laws apply to the Arrangement | Ko te pānga o te Ture Tāke ki te Whakaritenga

Subject in all respects to any conditions stated above, the Taxation Laws apply to the Arrangement as follows:

- (a) For the purposes of the PAYE rules, any payment Reach makes to a Supervisor under the Contract will not be "salary or wages" or "extra pay" or a "schedular payment" within the meaning of those terms as defined in, respectively, ss RD 5, RD 7 and RD 8 of the Income Tax Act 2007.
- (b) For the purpose of s DA 2(4) of the Income Tax Act 2007, any payment Reach makes to a Supervisor under the Contract will not be "income from employment".
- (c) For the purposes of the Goods and Services Tax Act 1985, the provision of services by any Supervisor under the Contract will not be excluded from the definition of "taxable activity" (in s 6 of the Goods and Services Tax Act 1985) by s 6 (3)(b) of the Goods and Services Tax Act 1985.



Period or income year for which this Ruling applies | Te wā, te tau moni whiwhi rānei i pāngia ai e tēnei Whakataunga

This Ruling will apply for the period beginning on 1 July 2026 and ending on 30 June 2031.

This Ruling is signed by me on the 15th day of May 2026.

Sarah Kiely

Group Lead | Kaihautū ā-rōpū

Customer and Compliance | Ratonga Kiritaki me te Tautukunga

About this document | Mō tēnei tuhinga

Product Rulings are issued by the Tax Counsel Office and Customer and Compliance Services. Product Rulings set out the Commissioner's view on how tax laws apply to a particular "product" – which is an arrangement that a specified taxpayer is likely to enter into with a number of people on identical terms. Taxpayers who enter into the arrangement described in a Product Ruling may apply the ruling but are not obliged to do so. Product Rulings are binding on the Commissioner. This means that if you are entitled to apply a Product Ruling and you have calculated your tax liability in accordance with the ruling, the Commissioner must accept that assessment. A Product Ruling applies only to the taxation laws and arrangement set out in the ruling, and only for the period specified in the ruling. It is important to note that a general similarity to an arrangement covered by a Product Ruling will not necessarily lead to the same tax result.