

<b>COMPLAINT NUMBER</b>	16/424
<b>COMPLAINANT</b>	N. Piatek
<b>ADVERTISER</b>	Gun City
<b>ADVERTISEMENT</b>	Gun City Billboard
<b>DATE OF MEETING</b>	12 December 2016
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** A Gun City billboard advertisement promoted four products including a kid's air rifle, a rechargeable LED spotlight, a training rifle and a 12 gauge pump shotgun.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, N. Piatek, said:** "First. Gun advertising. I know it's legal and you can't do anything. But it sucks. We need more guns the same way that we need more cigarettes. There is no law, I know your jurisdiction won't cover it, but I am offended and as such want my opinion to be heard. Second. It's advertising guns to kids. Kids. Using that wording - "kids". Sure, it's an air rifle, but it is still a gun. By their own description, the 'kids' have to be 18+ to purchase it, making their marketing strategy, targeting 'kids' totally inappropriate. Find an 18 year old who is happy to be identified as a 'kid'. The product and the marketing strategy are not aligned and in my opinion they are inappropriate. And thirdly, this billboard is placed overlooking a liquor outlet. Mixing booze and guns is hardly clever. Funny - a bit like advertising cigarettes. See my first point. Billboard advertisement on Constable Street, Newtown, Wellington.

**The relevant provisions were Code of Ethics, Basic Principle 4, Rules 7 and 12.**

**The Chair** noted the Complainant's concerns about the fact that guns are able to be advertised, that the Gun City billboard advertisement promotes an air rifle for children and the billboard is situated above an alcohol outlet.

The Chair confirmed that guns are a legal product and able to be advertised. The Chair then turned to the advertisement before her including the promotion of a "Kids Air Rifle for \$99.99." In considering the complaint, the Chair referred to the Arms Code administered by the New Zealand Police - (<http://www.police.govt.nz/about-us/publication/arms-code/understanding-firearms>). The Chair noted the Arms Code includes the following information about who may use air guns:

"Anyone 18 years of age or older can possess and use an airgun.

Anyone under 18 years of age may use an airgun if:

- They hold a New Zealand Firearms Licence\* or they are under the 'immediate supervision' of a firearms licence holder or a person 18 years of age or older.
- Anyone under 16 years of age must always be under the 'immediate supervision' of a firearms licence holder or a person 18 years of age or older.

\* Note: You must be 16 years of age or older to apply for a New Zealand Firearms Licence.

'Immediate supervision' means that the licensed or older person is within reach and in control of the person using the airgun. The person providing the supervision must be able to take control of the airgun. They cannot be in possession or control of another firearm or airgun. On a range or paintball field: the rules in place, fenced field and supervision of umpires, referees or Range Officer go toward immediate supervision."

The Chair said there was nothing in the advertisement before her that encouraged irresponsible or unsafe use of a gun or air rifle or lent support to unacceptable violent behaviour.

The Chair noted the placement issue raised by the Complainant about the location of the billboard. While it would be helpful if the Advertiser considered this issue in booking future advertising, in this instance the placement alone did not reach the threshold to breach the Code of Ethics.

The Chair ruled the advertisement was not in breach of Rules 7 or 12 or Basic Principle 4 of the Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**