

<b>COMPLAINT NUMBER</b>	17/089
<b>COMPLAINANT</b>	R Waretini
<b>ADVERTISER</b>	Ara Institute of Canterbury
<b>ADVERTISEMENT</b>	Ara Institute of Canterbury Television
<b>DATE OF MEETING</b>	20 March 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Ara Institute of Canterbury opens with a dancer about to go on stage, speaking to camera, saying: “Why Ara? Because it’s the only place I can train for this ...”

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

**Complainant, R Waretini, said:** Mispronunciation of the word Ara. This is a Maori word, an official language of New Zealand. Choosing a Maori name gives mana and status to the name by pronouncing the name properly. It is lazy and offensive to pronounce the word incorrectly in such a public forum. This does not give the name Ara Rau Taumata Rau the appreciation and mana it deserves.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5.**

**The Chair** referred to a precedent decision, Complaint 16/233, about the pronunciation of the place name Cape Reinga. This complaint was ruled No Grounds to Proceed. The Chair noted that a variety of accents and different levels of knowledge about language could mean that words or place names were mispronounced.

The Chair said that this precedent decision is relevant to the present complaint. The Chair said while the advertisement is offensive to the Complainant, it was unlikely to cause serious or widespread offence to most viewers and was not in breach of Rule 5 of the Code of Ethics.

Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 or Rule 5 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**