COMPLAINT NUMBER	17/315
COMPLAINANT	B Harding
ADVERTISER	Transpower New Zealand
ADVERTISEMENT	Transpower New Zealand, Digital Marketing
DATE OF MEETING	11 September 2017
OUTCOME	No Jurisdiction

Advertisement: The Transpower New Zealand website displayed a live data comparison for power systems.

The Chair ruled the Complaints Board did not have jurisdiction to consider the complaint.

Complainant, B Harding**, said:** I wish for the Advertising Standards Complaint Board to Censure Transpower NZ Ltd for Displaying a Public Accessed Power System Live Data with specific Reference to % Renewables Generating (MW) on the 29th August 2017 at the Hour of 13:22.
IDENTIFICATION The Presentation they have made is the Comparison of the North Island Power Generation between the two items that should never be on the same Graphical Form.
Wind = 133 MW Hydro =1200 MW
TRUTHFUL PRESENTATION This Comparison creates the Overall impression by implication, is Misleading, grossly Deceptive, to Mislead any Consumer or Investor that they are one and the same Product and has abused the Trust of them to exploit their lack of Knowledge, within the belief System that World Wind Generation is an Accepted form of Energy that will reduce the Carbon Debt.
TECHNICAL RESEARCH RESULTS. Wind Farm Generation Outputs from Their Collector Cables prior to be Connected into the National Grid System, contain ONLY HARMONICS (100 to 2500HZ) that were Derived by Modifying the Standard Sinusoidal 50Hz Synchronous Hydro Power Generators which then get Marketed and On-Sold as an Acceptable form of Energy for the Standard Appliances to Utilise. This is a False Misleading, and Deceptive Promotion. All Wind Farm Outputs are Technically Classified as ASYNCHRONOUS.
All Hydro Outputs are Technically Classified as SYNCHRONOUS.
The NZ and World Public have been Deceived to be believe that they are the same Product.
In Classical Terms they are not Comparing APPLES WITH APPLES
Therefore this Depiction of Comparing Wind against Hydro By Transpower NZ Ltd (and all Statistical Users) being used on the same Comparative Graphical Form Should Cease with Urgency, as the Financial Spinoff is part of the Largest Financial Fraudulent Conspired Hoax the World is now Experiencing.

The Chair noted the concerns of the Complainant, however she said that Transpower NZ Ltd's public accessed power systems live data was not an advertisement for the purposes of the Advertising Codes of Practice.

The Chair noted the ASA definition of an advertisement, which said:

"Advertising and advertisement(s)" are any message, the content of which is controlled directly or indirectly by the advertiser, expressed in any language and communicated in any medium with the intent to influence the choice, opinion or behaviour of those to whom it is addressed.

The Chair said the item before her provided different tables on power systems and she did not consider it met the above definition. The Chair noted that Transpower stated on its website www.transpower.co.nz that its role was "to build, operate and maintain the grid. Transpower does not generate, own or sell electricity." The Chair said the item recorded statistical information and was not an advertisement.

The Chair ruled the Complaints Board did not have jurisdiction to consider the complaint.

Chair's Ruling: Complaint **No Jurisdiction**