

COMPLAINT NUMBER	18/093
COMPLAINANT	R Mundy
ADVERTISER	Chinese Consulate General
ADVERTISEMENT	Chinese Consulate General, Print
DATE OF MEETING	26 March 2018
OUTCOME	No Grounds to Proceed

Advertisement: The advertorial for the Chinese Consulate General appeared in the Star newspaper on 22 February 2018 and promoted that it hosted the 2018 Spring Festival Reception in Christchurch. The bottom of the page included the statement “The advertorial page is supported by The Chinese Consulate”.

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

Complainant, R. Mundy, said: “Approximately every month the Christchurch star publishes a full page prepared by the consulate of china in Christchurch.

It is propaganda for Chinese expansionist plans. Their trade routes to Europe their supreme communist party government, their tourist relations with Christchurch.

I ask you to insist that these pages be labelled as advertising. It is offensive to read the 'Friends all round' propaganda which veils the bulling influence of the Chinese Embassy with the NZ Government.”

The relevant provisions were Basic Principle 4 and Rule 1 of the Code of Ethics.

The Chair noted the Complainant’s concern the advertisement was not identified as advertising for The Chinese Consulate General and was of the view the advertisement was propaganda.

Rule 1 of the Code of Ethics says “**Identification** – Advertisements should be clearly distinguishable as such, whatever their form and whatever the medium used; when an advertisement appears in a medium which contains news or editorial matter, it must be presented so that it is readily recognised as an advertisement.”

The Chair considered whether the page before her was identified as advertising. She observed the advertisement was distinguished from editorial content in the newspaper using a red box and was placed alongside other advertisements. The Chair noted it contained the statement “This advertorial page is supported by The Chinese Consulate” at the bottom of the page.

Taking these matters into consideration, the Chair said the advertisement was clearly identified as such and met the requirements of Rule 1 of the Code of Ethics. The Chair said the advertisement had been placed with a due sense of social responsibility to consumers required by Basic Principle 4 of the Code of Ethics.

Accordingly, the Chair said there was no apparent breach of the Code of Ethics and ruled the complaint had no grounds to proceed.

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.