

COMPLAINT NUMBER	18/286
COMPLAINANT	F McMillan
ADVERTISER	St John New Zealand
ADVERTISEMENT	St John New Zealand, Television
DATE OF MEETING	17 September 2018
OUTCOME	No Grounds to Proceed

Advertisement: The St John television advertisement shows a Grandmother and Grandson sitting on the couch talking about the St John medical alarm. The Grandson describes the services on offer and introduces a telephone operator and ambulance officer who are having a cup of tea with them. The Grandson says “They’re part of the family, eh Nan!”

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

Complainant, F McMillan, said: The ad of concern is a family view where an adult and a child are sitting on the couch. An Ambulance attendant is standing to their right. The conversation is by the child. This child looks about 7 or 8 (at least at school as it looks like he is wearing a school uniform). He definitely is Maori or Pasifika.

The issue is that you cannot understand what the child is saying apart from one word "Ambulance towards the end. He either needs to blow his nose or have some speech therapy.

I am really disappointed and somewhat dismayed that TVNZ depicts our Tamariki as speaking this way. For 50 years I have taught in Northland where we are these Maori and Pacifica people. I can't recall hearing any child speaking in this poor manner. It depicts them in a very derogatory way that they do not deserve; making them look dumb and uneducated. Can you please fix it up with a voice over or whatever the technical term is.

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

The Chair noted the Complainant's concern the advertisement showed a child with poor diction, which could represent them in a derogatory manner.

The Chair carefully viewed the advertisement and said that although the child did have a young speaking voice, it was possible to understand what was being said.

The Chair said the ethnic background of the actor did not appear to her to be a relevant factor in the advertisement's narrative arc and the advertisement did not reach the threshold to cause serious or widespread offence.

The Chair acknowledged the Complainant's genuine concerns, but said the advertisement was not in breach of Basic Principle 4 or Rule 5 of the Code of Ethics.

Therefore, the Chair ruled there were no grounds for the complaint 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.