

<b>COMPLAINT NUMBER</b>	18/362
<b>COMPLAINANT</b>	J Staite
<b>ADVERTISER</b>	Harcourts Real Estate
<b>ADVERTISEMENT</b>	Harcourts Unaddressed Mail
<b>DATE OF MEETING</b>	7 November 2018
<b>OUTCOME</b>	Settled

**Advertisement:** The unaddressed mail advertisement for Harcourts Real Estate had a colour image of a \$500 banknote containing a photo of a Harcourts real estate agent, an image of a Maori meeting house with a “For Sale” sign across the front and the words “Reserve Bank of Harcourts”.

**The Chair ruled the complaint was Settled.**

**Complainant, J Staite, said:** I am concerned that this pamphlet may be culturally offensive as it shows the Porourangi Meeting House, at Waiomatatini Marae with a "FOR SALE" sign across it.

This implies that culturally significant symbols of Maoridom are for sale.

I do not claim to have any Maori heritage and would recommend testing if the advertisement is offensive with those that do have a strong connection to Maori culture.

Additionally the advertising includes the wording "This note is legal tender for fifty dollars".

This is misleading as it is not legal tender, and may confuse people who are not aware this is the case. .

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2, Rule 4, Rule 5.**

**The Chair** noted the Complainant's concerns the pamphlet was culturally offensive and may mislead some people that it is legal tender.

The Chair noted the Advertiser's response which acknowledged the concerns expressed by the Complainant. It explained the material referred to was a one-off marketing campaign that had now concluded and no similar campaign will be conducted in future.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair's Ruling:** Complaint **Settled**

#### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.