

COMPLAINT NUMBER	16/416
COMPLAINANT	M. Oughton
ADVERTISER	Spatial Investment Group
ADVERTISEMENT	Key To Queensland Radio
DATE OF MEETING	5 December 2016
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Key To Queensland is an interview-style advertisement promoting the purchase of property in Australia. One question the interviewer asks the salesman is “So who’s buying Queensland property right now?” The salesman replies “...First home buyers and people who just can’t afford to get into the New Zealand market...”

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

Complainant, M. Oughton, said:

I don’t have a copy of the radio ad but I’m hoping you can get a copy from radiolive. Key to queensland are selling residential property in queensland in an interview style ad, In answer to a question about who is buying their homes the key to queensland guy says, in the second part of his answer" people who just can’t afford to get into the new zealand market". This is factually incorrect as there are properties here in NZ for under 200K whereas their properties start at 450K. Their script needs to refer to the Auckland Market where the auckland wide median house price is 850k. The ad is misleading in it’s current com position.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2; Code for Financial Advertising - Principle 1, Principle 2

The Chair noted the Complainant’s concerns the advertisement was misleading because it stated the opportunity would appeal to New Zealanders who can’t afford to buy houses here. The Complainant said: “This is factually incorrect as there are properties here in NZ for under 200k whereas their properties start at 450k.”

The Chair said that the advertisement was an invitation for those looking to buy property to obtain more information and learn about opportunities to purchase in Queensland. The Chair noted the advertisement was broadcast in Auckland where it was currently very difficult to find cheaper homes to purchase. The Chair said the advertisement was not likely to mislead consumers.

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 2 of the Code of Ethics or Principles 1 and 2 of the Code for Financial Advertising.

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

Chair’s Ruling: Complaint No Grounds to Proceed