

<b>COMPLAINT NUMBER</b>	17/250
<b>COMPLAINANT</b>	R Pattison
<b>ADVERTISER</b>	Napier City Council
<b>ADVERTISEMENT</b>	Napier City Council, Digital Marketing
<b>DATE OF MEETING</b>	18 August 2017
<b>OUTCOME</b>	Settled

**Advertisement:** The Napier City Council website contains information about water services, including a general information section which said in part: “Water is drawn from the Heretaunga Plains artesian aquifer ... The Heretaunga Plains aquifer is free from harmful contamination and no water treatment is required.”

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

**Complainant, R Pattison, said:** Napier City Council’s website states/advertises the city’s water supply is direct from the aquifer and is free from any contaminants or added chemicals. For the past 3 months chlorine has been added to the entire water supply. I have advised Council of this anomaly but they continue to mislead anyone wishing to settle in Napier with this misleading advertising.

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

**The Chair** noted the Complainant’s concern that the Napier City Council’s website claimed the city’s water to be free of added chemicals, which was misleading considering the city is temporarily chlorinating its water supply.

The Advertiser has advised that due to a low-level e coli reading in May 2017, the Napier City Council will continue to chlorinate the city water supply for a longer period than originally planned. The Chair noted that the Advertiser has updated its website to reflect the temporary chlorination programme.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the website, 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**