

COMPLAINT NUMBER	19/373
COMPLAINANT	J. Gauld
ADVERTISER	NZL National Party
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	30 September 2019
OUTCOME	Withdrawn

Advertisement: The Facebook post on the NZ National page contained a graph with information on the Tonnes of Coal transformed for electricity generation.

The Chair ruled the Complaint was Withdrawn.

Complainant, J. Gauld, said: The data in the graph displayed at (0:20) indicating the Tonnes of Coal transformed for electricity generation in 2017, 18, 19 is not consistent with the data from the source the ad cites.

The MBIE figure for tonnes of coal transformed quarterly for electricity generation indicates that in the four 2017 quarters was 268797, in the four 2018 quarters 466,622, and in the two 2019 quarters 385,623 (x2=771,246 - although this is not an accurate way to estimate this figure). The graph in this advertisement states the 2018 figure as 700,000 and the 2019 figure as 1,400,000. The graph in this advertisement is false, it is a misrepresentation of the MBIE data which it purports to represent.

This advertisement is in breach of rule 2(b) of the ASA, it uses misrepresentation to mislead viewers about the data in the MBIE Quarterly Energy report. Rule 2(c) as it "overstates the significance" of the data trend, and 2(e) as the factual information presented cannot be substantiated.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(e);

The Chair noted the Complainants concerns that the data in the graph that was displayed in the advertisement was misleading and not accurate.

The Secretariat confirmed that the advertisement had been taken down since the Complainant saw it and no copy of the advertisement was available. Without the advertisement the Chair was unable to adjudicate on the complaint before her.

The Chair ruled the complaint was not able to proceed and was therefore withdrawn.

Chair's Ruling: Complaint **Withdrawn**

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.