

<b>COMPLAINT NUMBER</b>	20/339
<b>ADVERTISER</b>	NZ National Party
<b>ADVERTISEMENT</b>	NZ National Party Facebook Post
<b>DATE OF MEETING</b>	5 August 2020
<b>OUTCOME</b>	Decline to Adjudicate

### **Summary of the Chair's Decision**

The Chair declined to adjudicate the complaint.

### **Description of Advertisement**

The advertisement on the NZ National Party Facebook page had a photo with the wording "Bar's closed if Greens get back in." The accompanying text said "The Greens 'vision' for New Zealanders who enjoy a beverage at their local sports club is to have a water-only policy. National would let you have a choice."

### **Complaint 1**

The National party are deliberately mischaracterising another parties policies and using false information to scare-monger.

### **Complaint 2**

This is blatantly untrue misinformation and propaganda against a political opponent. To make it worse, the New Zealand National party have previously supported the same policy that the Aotearoa Green Party are supporting. The ad attached has completely misrepresented this policy. It is fear mongering and could have serious repercussions both electorally and on members of the public who see it.

### **Complaint 3**

The ad clearly claims that the Green Party will ban alcohol at sports clubs, or close bars, which is a false claim.

The only policy, or comment the greens have made about this matter is to get rid of fizzy drinks for kids in sports clubs; their 'water-only' policy is clear in the policy - and in international 'water-only' policies are also the same - that the policy is about getting fizzy drinks away from kids, it's nothing to do with adults drinking alcohol whatsoever.

This ad violates Principle two of the advertising standards code; Truthful presentation; in particular Rule 2 (b) Truthful presentation: 'Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise.'

### **Information from the Advertiser**

The Advertiser confirmed that the content was not paid advertising

### **Relevant Advertising Standards Authority (ASA) Guidelines**

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) which states the ASA deals with "complaints about paid election advertising in media not covered by the

[Broadcasting Standards Authority Election Programmes Code](#) ... The ASA will decline to adjudicate on complaints about posts on branded social media pages (referred to as organic posts) or websites from political parties, candidates, and election-related advocacy groups." This includes Facebook, Instagram, Twitter, YouTube, TikTok etc.

### **Chair's Ruling**

The Chair declined to adjudicate the complaint.

The Chair noted the post was confirmed as unpaid content on a branded Facebook page for NZ National Party.

### **Chair's Ruling: Decline to Adjudicate**

#### **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 calendar days of receipt of this decision.