

COMPLAINT NUMBER	20/464
ADVERTISER	Matt King MP, NZ National Party
ADVERTISEMENT	Matt King MP Facebook
DATE OF MEETING	23 September 2020
OUTCOME	Decline to Adjudicate

Summary of the Chair’s Decision

The Chair declined to adjudicate the complaint.

Description of Advertisement

The post on MP Matt King’s Facebook page says in part: "unbelievable from Labour Leader tonight" and included a picture of the Prime Minister, Rt Hon Jacinda Ardern, with the wording "Dairy farming is a world of the past".

Complaint

The National Party at large are engaging in a deliberate campaign to misinform the New Zealand public about the Prime Minister’s comments in the debate last night.

The Prime Minister was discussing the relationships and cooperation between the Government and the agricultural sector. Judith Collins asserted that farmers have felt "like they are bagged all the time by this government" – to which the Prime Minister responded, "that feels to me like a view of the world that has passed."

This exchange has been deliberately misinterpreted by many National MPs and their campaign operations.

The most egregious example is MP Matt King, who has shared a graphic on Facebook that misquotes the Prime Minister entirely, asserting that she said "Dairy farming is a world of the past" <https://www.facebook.com/MattKingMP/posts/4273149309421795>

The post he is promoting on his official, authorised Facebook page has had over 700 shares in just 14 hours – it is an open and shut case of deliberate disinformation designed to mislead voters during an election campaign.

This is just one example of many other utter lies across the National Party’s coordinated digital channels on this issue, that are a clear breach of Rule 2(b) – truthful presentation. It is likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. In fact, looking at comments under the post (and many others) proves beyond any doubt that many people have a completely erroneous understanding of the debate exchange due to the deliberate misinterpretation by the National Party and their official representatives

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 the Facebook page for National MP, Matt King.

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. **NOTE:** Under the fast track process one month prior to the Election, appeals must be made in writing via email or letter within three (3) calendar days of receipt of this decision.