

COMPLAINT NUMBER	20/446
ADVERTISER	NZ National Party MP Brett Hudson
ADVERTISEMENT	MP Brett Hudson Twitter Post
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 Brett Hudson's Twitter page stated "Labour criticises our idea to temporary halt contributions to the Super Fund then quietly reduce contributions to save money. When we miss that they try a gotcha. Remarkable how spooked they are by our tax policy that they'd expose their own hypocrisy to highlight an error." The post then has a retweet from Newshub Politics Twitter account.

Complaint

Brett says that Labour have "quietly reduce[d] contributions" to the has Super fund to "save some money." As has been pointed out in numerous replies and retweets, this is demonstratively false, as Superfund contributions are set by a mechanism entrenched in legislation, NOT by Labour or the Government. Other members of Hudson's party have demonstrated an understanding of this. I suspect he originally made a simple mistake, but he has kept this tweet published since yesterday evening. It is extremely important during the election campaign that public figures like Hudson are not allowed to spread misinformation about politics, especially the actions of their opponents. The rule breached is 2(b) - Truthful information, as it is likely to mislead, deceive, and confuse readers - as evidenced by the number of supportive comments, retweets, and favourites

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 Twitter page for National MP Brett Hudson.

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