

COMPLAINT NUMBER	21/272
ADVERTISER	Tourism Australia
ADVERTISEMENT	Tourism Australia, Television
DATE OF MEETING	24 May 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Tourism Australia television advertisement begins with the voiceover saying, “Hey New Zealand, it’s Aussie here.” The advertisement shows tourist attractions such as the Great Barrier Reef and Uluru as well as activities such as swimming with whales and surfing. The advertisement ends with the text “There’s nothing like Australia. Plan your trip at Australia.com”

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: Tourism Australia is inviting "New Zealand" to visit when in fact there is a 6 month wait for anyone without a New Zealand passport to get a Visa to come visit. It should not be misleading to new Zealand Visa holders, residents or permanent residents who are not invited as part of the travel bubble. The ad should clearly state that it is for New Zealand citizens and there is a 6 month wait for other international passports residing in nz. Misleading I booked a holiday, went to apply for the electronic travel authority but that has been cancelled and a new process is in place with an increase cost from 20aud to 140aud not granted within 24 hours but after 6 months.

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

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

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. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant was concerned the advertisement was misleading to offer travel opportunities to “New Zealand” when visa restrictions apply for those who do not hold New Zealand Passports.

The Chair carefully reviewed the advertisement and said the likely consumer takeout encouraged travel to Australia now that COVID-19 travel restrictions have been lifted. The advertisement targets travellers who like adventure holidays.

The Chair said the advertisement did not meet the threshold to be misleading. In the Chair’s view, the majority of the audience for the advertisement were likely to hold New Zealand passports and those who required visas to travel to Australia would be aware the process to obtain a visa would impact on their travel options.

The Chair said the advertisement was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

Chair's Ruling: Complaint **No Grounds to Proceed**

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 calendar days of receipt of this decision.