

<b>COMPLAINT NUMBER</b>	21/320
<b>ADVERTISER</b>	Dunedin City Council
<b>ADVERTISEMENT</b>	Dunedin City Council website
<b>DATE OF MEETING</b>	24 September 2021
<b>OUTCOME</b>	Settled

**Advertisement:**

The Dunedin City Council website advertisement was headed “Bonus dog poo bags”. The website included the following text: “Dunedin dog owners are being offered bonus compostable dog poo bags to pick up after their pets. We’re introducing this trial to encourage people to pick up their dog poo, and at the same time, this will help reduce our environmental impact by offering an alternative to plastic bag use... The compostable bags are made from corn starch crops that are not suitable for consumption. You can dispose of them in the rubbish or compost them at home...”. The bags were also described elsewhere on the website as “free” poo bags.

**The Chair ruled the complaint was Settled.**

**Complaint:**

The Complainant was concerned the advertisement was misleading because the poo bags are not free, as indicated by the words “bonus” and “free”, and their “compostability” is “uncertain”.

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

The Chair of the Complaints Board initially ruled the complaint was No Grounds to Proceed. The Complainant appealed this Decision on the grounds that evidence provided had been misinterpreted to the extent it had affected the ruling and the ruling was against the weight of evidence.

The Chairperson of the Appeal Board accepted part of the appeal, regarding the use of the word “compostable”. The Chairperson referred the matter back to the Complaints Board.

The Complaint was referred to the Advertiser. The Advertiser amended the advertisement in response to the complaint.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

**Chair’s Ruling: Complaint Settled – advertisement amended**

**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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.