

COMPLAINT NUMBER	18/249
AWAP	18/005
COMPLAINANT	Architectural Designers New Zealand
ADVERTISER	New Zealand Institute of Architects
ADVERTISEMENT	New Zealand Institute of Architects Website and Print
DATE OF MEETING	18 September 2018
OUTCOME	Withdrawn

Advertisement: The brochure advertisement for the New Zealand Institute of Architects titled “10 Myths About Architects” was published on the New Zealand Institute of Architects website and was also made available in print format to be handed out at public events.

“Myth One” in the brochure said: “To gain registration, candidates must have a five-year architecture degree from an accredited institution and at least several years of supervised work experience and pass a rigorous oral exam. Architectural designers are not required to do this.”

“Myth Two” in the brochure said: “Architects design all of the country’s new, larger-scale buildings – schools, hospitals, office towers, apartment buildings, airports, transport stations, shopping centres, museums, etc”.

The Chair ruled the complaint was withdrawn.

Complainant, Architectural Designers New Zealand, said: the brochure contained various statements which were false and misleading.

The relevant provision was Rule 2 of the Advertising Code of Ethics.

The Chair ruled to deal with the matter by “adjudication with attendance of the parties” as a competitor complaint, pursuant to Rule 3 of the Complaints Procedures of the Advertising Standards Complaints Board.

As a result of further correspondence between the parties, outside of the formal adjudication process, the Complainant advised the Secretariat they no longer wished to proceed with the complaint.

At the request of the Complainant, the Chair ruled the complaint was withdrawn.

Chair’s Ruling: Complaint Withdrawn