

<b>COMPLAINT NUMBER</b>	19/067
<b>COMPLAINANT</b>	B Harding
<b>ADVERTISER</b>	Meridian Energy Limited
<b>ADVERTISEMENT</b>	Meridian Energy Limited, Digital Marketing
<b>DATE OF MEETING</b>	26 February 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Meridian Energy website, [www.meridianenergy.co.nz](http://www.meridianenergy.co.nz) provides information about the Brooklyn Wind Turbine. The advertisement says in part: "In winds of between 50km/hour and 80km/hour, the turbine would generate up to 225kw of electricity. The wind turbine generated enough electricity each year for about 110 average New Zealand homes."

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

**Complainant, B Harding, said:**

I wish to make a n Official Complaint about the following Advertising depicting many of the operational Merits of the Brooklyn Wind Turbine in Wellington, by the NZ Wind Energy Association as has been depicted in the following World. Wide Advertisement within all available Media Outlets.

**BROOKLYN WIND TURBINE**

**Original Turbine**

The original Brooklyn wind turbine, on the hills above Wellington, was the oldest operating wind turbine in New Zealand. It began generating in 1993 and operated reliably for 17 years before any major repairs were required. In 2010 the wind turbine was out of commission for several months while Meridian Energy, the wind turbine's operator, waited for the delivery of parts to repair it.

Before deciding to repair the turbine Meridian asked Wellingtonians if the turbine should be repaired, replaced or removed. An overwhelming 85% of respondents said they wanted a turbine operating at the site - with about equal numbers supporting repairing and replacing it. One respondent wrote there are "wind sculptures in Wellington which seem to need regular dollops of money to keep them going, but I guess this is the only one that pays its way".

ECNZ (Electricity Corporation of New Zealand) installed the Brooklyn wind turbine as part of a research project to find out how wind turbines perform in New Zealand conditions and how wind turbines compare with other forms of generation.

The Brooklyn site was chosen for the wind evaluation project because of Wellington's strong winds. Since it was installed, the turbine has set international generation records for turbines of its size.

Meridian Energy inherited the single turbine when the company was formed in 1999. Power generated by the turbine is fed into the local network for general distribution in Wellington. The Vestas V27 turbine has a blade length of 13.5 meters. The turbine tower is 31 metres tall, has a capacity of 225 kilowatts (or 0.225 megawatts) and weighs 22.8 tonnes. Over the course of a year it generates the same amount of electricity as 80 homes use in the same period.

## Replacement Turbine

In April 2016 Meridian upgraded the Brooklyn turbine with a larger turbine that generates enough renewable energy to power around 490 average homes a year.

The decision to investigate a replacement to the aging Brooklyn turbine was made by Meridian after it experienced mechanical issues which put it out of action for several months. Meridian asked Wellingtonians whether they wanted to keep the Brooklyn turbine. The public started a save the Brooklyn wind turbine Facebook page and a Dominion Post reader survey showed 85% wanted to repair or replace it.

The original 22 year old turbine was removed and delivered to its new owners Energy3, a supplier and installer of turbines for smaller commercial wind farms. It produced about 870 megawatt hours a year, enough to power 110 average homes.

### Visit

The public viewing area at Brooklyn Wind Turbine provides panoramic views of Wellington. Access is off Ashton Fitchett Drive, Brooklyn, Wellington.

### Key facts

Meridian Energy

Year installed: 2016

Number of turbines: 1

Installed capacity: 0.9 megawatts

Blade length: 20.8 metres

Tower height: 44 metres

Tip height: 67 metres

Weight: 47 tonnes

The specific false information given that concerns me and the World Consumers, is the section at the end.

Quoted.

The original 22 year old turbine was removed and delivered to its new owners Energy3, a supplier and installer of turbines for smaller commercial wind farms. It produced about 870 megawatt hours a year, enough to power 110 average homes.

This implies that 870 Megawatts supplied 110 Average homes.

Technically, its output of 0.9 Megawatts is only at an Intermittent Variable Frequency of Asynchronous Harmonics between 100 to 3,000 Cycles per second, based on the Wind Speed pressure.

Operationally, 110 average homes in NZ are required to operate on only the Standard Synchronous Frequency of 50 Cycles per second, at 230 Volts Alternating Current

It is blatant false advertising, to imply that this Turbine could ever supply, any average home, as it is a Operationally and Technically an impossibility to ever supply this required Legal 50 HZ Standard energy form of electricity..

Therefore, the Advertising Standards Association should advise and recommend to the NZ Wind Energy Association, Ministry of Energy and this Government and the WCC, to have this Brooklyn Wind Turbine to be shutdown, as it will never be able to deliver the Required Legal Energy that they have advertised it can do, for the Wellington Consumers sake.

I look forward to your deliberation and action to put this False Advertising to rest for ever.

Other interested parties have been privy to this letter for their information as to how the ASA Management will perform and react to the largest Scam and Corruption operation operating in the World at the moment, of which is now being centred on this Brooklyn Wind Turbine as an example an exposure for the rest of the World..

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

**The Chair** noted the Complainant's concerns the advertisement contained misleading information about the energy output possible from the Brooklyn wind turbine.

The Chair noted that a similar complaint had previously been considered (Decision 16/160 Appeal 16/011) and Not Upheld by the Complaints Board and the Appeals Board.

“The Complainant asserted that it was impossible for 690 megawatts of power to supply 300,000 New Zealand homes all day for a year. They were concerned the public was wrongly being led to believe wind generation produced the power that operated their home appliances when the type of electricity produced was limited to within three percent at domestic switchboards.

The Complaints Board said the statement subject to complaint was not misleading. It noted it stated “about the same amount of electricity” and was not claiming wind farms absolutely supplied 690 megawatts of power to 300,000 New Zealand homes annually. It said the likely consumer takeout was that the reference to 300,000 homes and 690 megawatts was intended as an indicative measure of annual wind power energy, not an exact measure of wind generated electricity supplied to New Zealand homes.”

The Chair said the precedent decision directly applied to the complaint before her. She said the information in the advertisement about the number of homes which could be powered by the electricity generated by the turbine was qualified with the word “about”, and consumers would understand the figure was not an absolute. The Chair said the statement was intended to be illustrative. She took into account the context for the information; the Meridian website, in a section about the Brooklyn Wind Turbine, a well-known landmark in Wellington.

The Chair noted the Complainant had technical knowledge about wind turbines that meant their interpretation of the advertisement was likely to be different to the average consumer.

The Chair said it was unlikely that the advertisement would mislead, deceive or confuse consumers and there had been no breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

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

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.