

COMPLAINT NUMBER	20/211
ADVERTISER	GJ Gardner Homes
ADVERTISEMENT	GJ Gardner Homes, Television
DATE OF MEETING	29 June 2020
OUTCOME	Settled

Advertisement: The voiceover for the television advertisement for GJ Gardner features local GJ Gardner franchise owners talking about the role GJ Gardner has played in the Taranaki region.

The Chair ruled the Complaint was settled.

Complaint 1: I watched the G.J Gardner Homes add that talks about it's services in Taranaki and was offended by the repeated mispronunciation of the name Taranaki. Taranaki is my tūpuna maunga (ancestral mountain) and to hear its name mispronounced at least 3 times by at least two speakers within the advert offended me. I consider it an affront to the mana of Taranaki and all the descendants of Taranaki iwi. There is no excuse in 2020, with the raised awareness around the correct use of te reo māori, to show blatant disrespect to maunga Taranaki, as well as an official language of our country. I work hard to share my culture with all in our community and to teach te reo and tikanga at my local school and workplace, as well as bringing up my tamariki to speak their language with pride - and I find it hard to have this undermined by seeing and hearing this on primetime television. To have images of my tūpuna utilised within the ad, without appropriate respect being shown to its name adds a further insult. I would like G.J Gardner Homes to consider resolving the mispronunciation within the ad, and also consider te reo and tikanga training for their staff, as well as within the advertising company they used.

Complaint 2: Multiple instances of mispronounced Māori place name - Taranaki - which is culturally insensitive and inappropriate

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainants' concerns the advertisement was culturally insensitive due to the mispronunciation of the word "Taranaki".

The Chair acknowledged the Advertiser had removed the advertisement after receiving complaints about it.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing 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: Complaints **Settled**

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.