

COMPLAINT NUMBER	20/250
ADVERTISER	New Conservative Party
ADVERTISEMENT	New Conservative Party Website
DATE OF MEETING	29 June 2020
OUTCOME	Decline to Adjudicate

Summary of the Chair's Decision

The Chair declined to adjudicate the complaint.

Description of Advertisement: The New Conservative Party digital marketing advertisement promotes their 'Justice Policy > Child Abuse' initiative. The post states that the "New Conservative is committed to reducing the appalling child abuse rates in New Zealand by first identifying the main causes of child abuse". The post is accompanied by a young girl with a black eye.

Complaint

I believe the New Conservative Party demonstrate racial profiling on their page attributed to child abuse - this clearly shows a brown child thus linking a held belief that child abuse is most likely perpetrated by brown people.

Information from the Advertiser

Thanks for your enquiry. I have had our social media team search our main facebook page, our candidate's facebook pages and twitter and instagram accounts, and their searches confirmed their belief that we have never boosted on any social media platform this policy or this image, or even a link to this policy. It has not been used in paid advertising by New Conservative.

Relevant Advertising Standards Authority (ASA) Guidelines

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) (the Guide) which states the ASA deals with "complaints about paid election advertising in media not covered by the [Broadcasting Standards Authority Election Programmes Code](#) ... The ASA will decline to adjudicate on complaints about posts on branded social media pages (referred to as organic posts) or websites from political parties, candidates, and election-related advocacy groups." This includes Facebook, Instagram, Twitter, YouTube, TikTok etc).

Chair's Ruling

The Chair declined to adjudicate the complaint.

The Chair noted the advertisement was unpaid content on a political party website.

Chair's Ruling: Decline to Adjudicate

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.