

COMPLAINT NUMBER	20/275
ADVERTISER	NZ National Party
ADVERTISEMENT	NZ National Party Facebook Post
DATE OF MEETING	5 July 2020
OUTCOME	Decline to Adjudicate

Summary of the Chair’s Decision

The Chair declined to adjudicate the complaint.

Description of Advertisement

The advertisement on the New Zealand National Party Facebook page showed a photo of The Prime Minister Rt Hon Jacinda Ardern, James Shaw and Marama Davidson with the text saying “Labour-Greens will put new taxes on your house, rental property, shares, bonds business assets and art.” It provided the source as the “Green Party Poverty Action Plan, Page 12”. The accompanying text in the post says “National won’t increase your taxes. Labour-Greens will.”

Complaint

The National party are saying that this is Labour Party policy. Complete fabrication. It is solely Green party policy. Totally misleading. Using a photo of the leader of another party to the one with the policy is also misleading.

Information from the Advertiser

The post was not “boosted” in anyway.

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 complaints.

The Chair noted the post was confirmed as unpaid content on a branded Facebook page for NZ National Party.

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.