

COMPLAINT NUMBER	20/276
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 complaints.

Description of Advertisement

The advertisement on the New Zealand National Party Facebook page was a video which stated by saying “Under Labour-Greens”, it then went to show images with accompanying words “your house, your retirement fund, your business assets, your art, with red text saying “taxed” overlaid on the images. Below the video the text said “Labour-Greens plan to tax your house, your retirement fund, your business assets, and even your art. Who knows what they’ll tax next?”

Complaint 1

The advertisement is criticising the Green Party's recently announced Wealth Tax policy. The advertisement conflates Labour and the Greens, inferring that a wealth tax is also Labour party policy. This is untrue and misleading, Labour have not proposed any such tax.

The term used 'Labour-Greens' makes little sense, considering the Green party is not currently the main coalition partner to Labour, and all recent polls indicate that Labour will not need the Green party's support after the election.

Complaint 2

This advertisement is a video attacking a policy released by the Green Party of Aotearoa on Sunday 28 June 2020. However, it purports to represent this policy as also being policy of the Labour Party, which it is not.

This advertisement violates principle two of the Advertising Standards Code

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 with the video 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.