

COMPLAINT NUMBER	20/513
ADVERTISER	NZ National Party
ADVERTISEMENT	NZ National Party, Facebook
DATE OF MEETING	14 October 2020
OUTCOME	Decline to Adjudicate

Summary of the Chair's Decision

The Chair declined to adjudicate the complaint.

Description of Advertisement

The post on the NZ National Party Facebook page included the wording "A Labour-Greens Government could tax your retirement by an extra \$7000 per year*" The small print at the bottom of the post said "based of Westpac's recommend savings at retirement and median Auckland house price (Mortgage free)"

Complaint:

This ad violates Rule 2 (b) Truthful presentation.

The Labour party has ruled out the wealth tax as a possibility, and thus the depiction they will tax your retirement by 7k per year is ludicrous. It also makes the reader believe this is for an average person where this would be true for only a tiny percentage if a green majority government was election, which isn't going to happen anyway. Again, labour has made it clear they have ruled out a wealth tax so this ad is inaccurate.

This ad was paid for and boosted. The Advertisers must hold evidence to substantiate all claims made in an advertisement, and I do not believe they hold this evidence.

They imply it's a Labour-Green policy, when actually Labour has nothing to do with it- Their calculation seems to suggest a home owned outright by a single person, not a couple, but most owner-occupier homes are owned by couples (if owned by couples weath tax doubles

There is no evidence that retired people have median prices homes. This thus breaks the lack of evidence complaint

Westpac's recommended retirement savings amount is not a measurement of actual or average life savings, it's a recommendation from a bank

Information from the Advertiser

The Advertiser confirmed that the content was not paid advertising.

Relevant Advertising Standards Authority (ASA) Guidelines

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) 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 Advertiser, NZ National Party, confirmed the post was not paid for and it was organic content on its Facebook page.

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. **NOTE:** Under the fast track process one month prior to the Election, appeals must be made in writing via email or letter within three (3) calendar days of receipt of this decision.