

COMPLAINT NUMBER	21/282
ADVERTISER	Te Whānau o Waipareira
ADVERTISEMENT	Te Whānau o Waipareira Television
DATE OF MEETING	1 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: This television advertisement for the Te Whānau o Waipareira, a West Auckland urban Māori support network, opens with Māori Party MP Rawiri Waititi singing a waiata. A montage of different scenes follows, showing Māori people in various settings.

The voiceover is as follows: "Our people have always looked beyond, but we have been suffocated, choked by a system that strips us of our tikanga, a system that tells us we must be exceptional just to be seen. But this journey is ours, break down the door and claim your right to sit at the table. Teach your tamariki, they are the captain not the deckhand. No one can take away your identity, your mana, your whakapapa. (The last quarter of the advertisement is intertwined with Te Reo Māori sentences). It concludes with the slogan "Proud to be Māori. Te Whānau o Waipareira".

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: I have read the background of this advertisement and I agree with what the advertisers are trying to achieve. However, had I not read the background stating that the ad is designed to build positive aspiration for Maori as opposed to the negative picture often portrayed and sadly born out by statistics, I would have seen this as a Maori Party ad designed to push their agenda of separatism. In the long version there is background dialogue stating "we have been kept down" and "now is our time" which does more to antagonise those who are not Maori than it does to encourage support for what is basically a good initiative. People are people, I don't see colour or race, and it disturbs me that something with good intentions is being interpreted as driving separatism and division based on race. Is there a way to clarify the message and help people understand the true intent? Not everyone will research it as I have, and feedback amongst those I have discussed it with who have seen it without understanding the background is not positive. I believe the ad currently does not give a balanced view point, because it gives the impression that if one is not Maori, they are of lesser value to our society. We are all of value and value should not be determined by race. Should it perhaps be made clearer who the advertisers are, that they are not linked to any political party, and that their goal is to build confidence in Maori to build the best lives they can in society, something we should all be striving to do.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(e);

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration,

unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

Rule 2(e) Advocacy advertising: Advocacy advertising must clearly state the identity and position of the advertiser. Opinion in support of the advertiser's position must be clearly distinguishable from factual information. Factual information must be able to be substantiated

About Advocacy Advertising

Complaints about advocacy advertising are considered differently to complaints about advertising for products and services.

In assessing whether an advocacy advertisement complies with the Advertising Standards Code, the freedom of expression provisions under the Bill of Rights Act 1990 must also be considered.

Section 14 of the Act says: "Everyone has the right to freedom of expression, including the freedom to seek, receive, and impart information and opinions of any kind in any form." This freedom of expression supports robust debate on current issues in a democracy.

Under Rule 2(e) Advocacy advertising of the Advertising Standards Code:

- The identity of the advertiser must be clear
- Opinion must be clearly distinguishable from factual information, and
- Factual information must be able to be substantiated.

If the identity and position of the Advertiser is clear, a more liberal interpretation of the Advertising Standards Code is allowed.

About this complaint

The Chair acknowledged the Complainant's concern that the message in the advertisement needed more clarification because in their view it could give the impression that non-Māori are of lesser value to society than Māori.

The Chair said that Te Whānau o Waipareira is a well-known organisation and their name appears at the end of the advertisement, so the identity of the Advertiser is clear. The position of the advertiser is also clear; the advertisement promotes Māori pride and achievement. The Chair confirmed the advertisement complied with the requirements of Rule 2(e) of the Advertising Standards Code.

The Chair said the advertisement was part of a Te Whānau o Waipareira (also known as the Waipareira Trust) campaign called "Proud to be Māori". The campaign is designed to promote the Trust and encourage Māori to see that asking for support is the essence of collective strength and solidarity, and not a sign of weakness¹.

The role of the Trust is to support positive life changes for whānau, providing services such as health, housing, social justice and education.

The Chair said while the advertisement is principally directed at the target audience for the Trust, Māori living in West Auckland, it also serves to educate a more general audience about the existence of the Trust, and what it does.

¹ StopPress article "Motion Sickness unveil new "Proud to be Maori" campaign. [Article - Proud to Be Maori Campaign Launch.pdf](#)

The Chair confirmed the advertisement was not misleading and is not in breach Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**

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.