

COMPLAINT NUMBER	21/243
ADVERTISER	Whānau Āwhina Plunket
ADVERTISEMENT	Whānau Āwhina Plunket Radio
DATE OF MEETING	19 October 2021
OUTCOME	Settled

Advertisement: The radio advertisement for Whānau Āwhina Plunket is presented by Sir Graham Henry and promoting the Plunket Foundation lottery. Henry says that supporting the lottery is a "win-win", both for Whānau Āwhina Plunket as all funds raised go directly to them, and for the lottery ticket holders, as there are a number of prizes up for grabs. Henry directs listeners to the website to purchase tickets and ends by stating that the lottery is in association with the Association of Boys' Schools in New Zealand and Whānau Āwhina Plunket.

The Chair ruled the Complaint was Settled.

Complaint: Incorrect pronunciation of the word whānau in the advert for plunket by the voiceover actor.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c)

The Chair noted the Complainant was concerned about the pronunciation of a Māori word in the advertisement.

The Chair said the advertisement is not currently on air and the Advertiser has confirmed it will not be used again.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

Chair's Ruling: Complaint **Settled**

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.