

<b>COMPLAINT NUMBER</b>	22/030
<b>ADVERTISER</b>	Auckland University of Technology
<b>ADVERTISEMENT</b>	AUT, Television
<b>DATE OF MEETING</b>	14 February 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Auckland University of Technology (AUT) television advertisement features an alumni, Monique Cooper. She speaks about her journey, joining the Fire Service at 16 years old, enrolling in AUT to study engineering, and now working within the pandemic making "life saving equipment". The advertisement ends with the text "FIND YOUR GREATNESS" and shows the AUT logo.

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

**Complaint:** In the most recent AUT advertisement advertising the work a recent graduate undertook before deciding to study at AUT the graduate claimed to have "at 16 I joined the Fire Service" which is not factually correct, and purposefully confuses volunteer engagement within a volunteer Fire Brigade and employment with the New Zealand Fire Service as a Career Firefighter. Prior to 1 July 2017 all volunteer fire brigades were stand alone entities that contracted their services to the New Zealand Fire Service. The graduate would have joined their local Brigade but not the Fire Service.

**The relevant provisions were Principle 2 and Rule 2(b) of the Advertising Standards Code.**

**The Chair** noted the Complainant's concern that the term "Fire Service" was used incorrectly in the advertisement.

The Chair reviewed the advertisement and said the likely consumer take-out was study at AUT has allowed Ms. Cooper to pursue an interesting and meaningful career in the healthcare sector. She noted the reference to Ms. Cooper's role with the "Fire Service" was in the context of her interest in helping people from a young age and in that role she "got curious about how things work."

The Chair said the reference to the "Fire Service" was part of a personal anecdote. It was incidental to the main message of the advertisement, which promoted the role the university could play in education and training. In this context, the Chair said the reference was not likely to mislead consumers.

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

The Chair ruled that 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](http://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.