

<b>COMPLAINT NUMBER</b>	22/111
<b>ADVERTISER</b>	GFA World
<b>ADVERTISEMENT</b>	Gospel for Asia, Radio
<b>DATE OF MEETING</b>	11 April 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Gospel for Asia radio advertisement promotes the organisation and encourages listeners to make a donation. It refers to the world's "second-class citizens" who do not have access to employment, education or a local church, and appeals to the viewer to help provide these basic services. The advertisement provides the URL, [gfa.org.nz/covid](http://gfa.org.nz/covid).

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

**Complaint:** The Complainant was concerned the advertisement promoted an organisation that did not, in their opinion, provide sufficient information to donors on how funds were used.

**The relevant provisions were Advertising Standards Code - Principle 1, Principle 2, Rule 2(e);**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not 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 including robust expression of opinion.

**About this complaint**

The Chair acknowledged the Complainant's concern about the nature of the Advertiser.

The Chair confirmed the ASA Codes of Practice, and the complaints process, applies to the content and placement of advertisements, and the Complaints Board does not adjudicate on the beliefs or behaviour of Advertisers per se.

The Chair said the Advertiser's identity was clear, referring to themselves throughout the advertisement as 'Gospel for Asia' and providing the URL [gfa.org.nz/covid](http://gfa.org.nz/covid) for listeners to find more information. She confirmed that the advertisement complied with the identity requirements of Rule 2(e) of the Advertising Standards Code.

The Chair said the advertisement itself was not in breach of the Advertising Standards Code. The Chair noted consumers are likely to seek further information on charities they wish to donate to, prior to making that commitment.

The Chair said in the context of advocacy advertising, the advertisement did not meet the threshold to breach Principle 1, Principle 2, and 2(e) 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](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.