

COMPLAINT NUMBER	22/116
ADVERTISER	Tamati Coffey MP
ADVERTISEMENT	Tamati Coffey MP, Facebook
DATE OF MEETING	3 May 2022
OUTCOME	Decline to Adjudicate

Summary of the Chair's Decision

The Chair declined to adjudicate the complaint.

Description of Advertisement: The Facebook post by Tamati Coffey promotes the increased minimum wage under the Labour Party. The image shows a bar graph of the minimum wage increasing from 2013 to 2022, with the blue bars from 2013 to 2017 representing the National Party, and the red bars from 2018 to 2022 representing the Labour Party. The minimum wage amount and year is stated underneath the bars, on the "x axis". Text on the image states "we've increased the minimum wage to \$21.20". The caption highlights Labour's approach and states that full-time workers on the minimum wage are earning an extra \$218 a week since Labour came into power.

Complaint: The bar graph represented does not include any Y axis for scale. Additionally, the graphs are not proportional (the last bar should be no more than twice the height of the first). The only exception would be if there was as a labeled Y axis. Even still, the image is misleading. Intentionally misrepresenting the minimum wage increases made by the labour government.

Information from the Advertiser

The Advertiser confirmed the content was not paid advertising and was an organic post on Tamati Coffey MP Facebook page.

ASA Guidance on election advertising

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) from 2020 which states in part 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 noted the ASA runs a voluntary codes and complaints process within the framework for legal advertising and its focus is on paid advertising from political parties, Members of Parliament, candidates, and related organisations.

In making this change for the 2020 general election, the [ASA Guide on Election and Referenda Advertising](#) said:

"Context is a key part of assessing a breach of the advertising codes. In an election year, if consumers choose to visit or follow websites or branded social media pages

from political parties, candidates, and election-related advocacy groups, they need to be aware the content is presented from a particular perspective and should be viewed in that context. This content may also be shared with them by people they know, but that is outside the control of advertiser.

The ASA encourages all advertisers to refer to the Advertising Standards Codes to support responsible advertising when developing advertisements.”

The Chair confirmed the Facebook post was organic content on Tamati Coffey’s Facebook page and not paid placement.

In accordance with the ASA policy for election advertising, the Chair declined to adjudicate the complaint.

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. 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.