

<b>COMPLAINT NUMBER</b>	20/492
<b>ADVERTISER</b>	NZ National Party
<b>ADVERTISEMENT</b>	NZ National Party, Facebook Post
<b>DATE OF MEETING</b>	6 October 2020
<b>OUTCOME</b>	Decline to Adjudicate

### **Summary of the Chair's Decision**

The Chair declined to adjudicate the complaints.

#### **Description of Advertisements:**

**Advertisement 1:** The Facebook post has an image of a spiral-bound notebook and a red pen with the words: "Labour's Fiscal Plan mistakes so far with a list stating: "\$140 billion miscalculation", "\$10 billion worth of infrastructure funding missing" and the question: "what next?".

**Advertisement 2:** The Facebook post has an image of the Leader of the Labour Party, Rt Hon Jacinda Ardern and the Finance Spokesperson, Hon Grant Robertson. It includes the statement: "Labour has miscalculated their fiscal plan by \$140 billion"

**Complaint 1:** There is no miscalculation with Labour's fiscal plan, this is blatant misinformation and false advertising, this needs to be dealt with harshly. I do not support Labour, I simply cannot condone outright lies and untruths.

**Complaint 2:** An incorrectly labelled axis is not a miscalculation (To calculate an amount wrongly).

#### **Information from the Advertiser**

The Advertiser confirmed that the content was not paid advertising.

#### **Relevant Advertising Standards Authority (ASA) Guidelines**

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) which states 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 declined to adjudicate the complaints.

The Chair noted the posts were confirmed as unpaid content on the Facebook page for the NZ National Party.

#### **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](http://www.asa.co.nz). **NOTE:** Under the fast track process one month prior to the Election, appeals must be made in writing via email or letter within three (3) calendar days of receipt of this decision.