

## NGĀ WHAKAPAE MŌ NGĀ PĀNUI POUAKA WHAKAATA, ME NGĀ PĀNUI REO IRIRANGI HOKI

He Kupu Aratohu mā te Hunga Mātakitaki, me te Hunga Whakarongo

# Mā ngā whakapae a te iwi, arā, a te hunga whakarongo me te hunga mātakitaki, e tino piki ake ai te pai o ngā paeuru pāpāhotanga.

Kei tēnei puka aratohu ka whakaaturia ngā tikanga whakatakoto whakapae ōkawa me ngā mahi a te Mana Whanonga Kaipāho, ki te hurahura, ki te arotake hoki i ngā whakapae ka tukua ki ngā kaipaho.

## He aha ngā āhuatanga e āhei ai ahau ki te whakatakoto whakapae?

Ka taea e koe te whakatakoto whakapae ōkawa mō tētahi pānui e mea ai koe kei te hē i raro i ngā paeuru mahi hōtaka. Ko tēnei mea te hōtaka he mea kua oti te whakapāoho i te pouaka whakaata, i te reo irirangi rānei, tae atu ki ngā pānui poto mō ngā hōtaka. Ka āhei hoki koe te whakatakoto whakapae mō ngā pānui tōrangapū i mua i ngā pōtitanga ā-motu.

Ko ngā whakapae mō ngā pānui hoko me tuku atu ki te Advertising Standards Authority, Pouaka Poutāpeta Box 10 675, Te Whanganui ā-Tara, imēra asa@asa.co.nz, pae tukutuku [www.asa.co.nz](http://www.asa.co.nz)

Mehemea kei te āwangawanga koe mō ngā āhuatanga o tētahi pānui pouaka whakaata, pānui reo irirangi rānei, kei te āhei koe i raro i te ture te tuku whakapae, mā reira hoki ka arotakea te āhua o tō whakapae.

## He aha ngā Paeuru Whanonga Kaipāho?

Kei raro i ngā paeuru whanonga kaipāho ko ēnei kaupapa e whai ake nei:

- ngā tikanga papai me ngā tikanga rangatira
- te ture me te āta noho
- te tūtika
- te tika
- te kaikiri
- te pono
- te matatapu o ngā kōrero mō te tangata
- te tiaki i te tamariki
- te taikaha
- te whakatairanga i te inu waipiro
- te tautuhi i te taumata o ngā hōtaka
- ngā kōrero mō ngā hōtaka

Kei roto ētahi aratohu matatini whakamārama i ngā Whakaritenga mō te Whanonga Pāpāho, ka wātea mai i [www.bsa.govt.nz](http://www.bsa.govt.nz), waea mai rānei, tuhi mahi rānei ki Te Mana Whanonga Kaipāho.

## Me pēhea taku whakauru whakapae ōkawa?

Ki te hiahia koe ki te tuku whakapae ōkawa mō te takahi i ngā paeuru pāho, me mātua tuhituhi ki te kaipāho e whakapaetia ana. Tukua atu tō whakapae ōkawa ki te tumuaki o te kaipāho e whakapaetia ana. Kotahi anō te momo rerekē, mehemea mō te takahi i te matatapu o ngā kōrero mō te tangata tō whakapae. Ka taea ēnei te tono mārika mai ki te kaiwhakahaere whakapae o te Mana Whanonga Kaipāho.

Ka taea te tuku whakapae mā te puka i te pae tukutuku a te Mana Whanonga Kaipāho i [www.bsa.govt.nz](http://www.bsa.govt.nz), mō te tuku mārika i tētahi īmēra rānei ki te kaipāho e kōrerotia ana, mā te mēra rānei.

## Ko ngā āhuatanga me mātua whakatutuki i tētahi whakapae ōkawa, me:

- āta tuhituhi mārire (me whakauru atu hoki ngā kupu 'he whakapae ōkawa')
- tae tonu ki te kaipāho (ki te Mana Whanonga Kaipāho rānei i ngā whakapae mō te matatapu o ngā kōrero mō te tangata) i roto i ngā rā mahi 20 mai i te rā o te pā hotanga e whakapaetia ana. (Kāore i roto i ngā 'rā mahi'

ngā mutunga wiki, ngā hararei tūmatanui me ngā rā atu i te Kirihimete taea noatia te 15 o Hānuere)

- whakauru te ingoa o te hōtaka, te pouaka whakaata, te teihana rānei i whakapaohotia ai, tae atu ki te rā me te haora
- whakatakoto ngā paeuru hōtaka e mea ana koe kua takahia, e ai ki tō titiro
- whakatakoto i te take kua takahia ngā paeuru hōtaka i roto i taua hōtaka, e ai ki tō titiro.

Ina whāki koe i te take, ki a koe, i takahia ai tētahi paeuru, he mea pai kia whakaputaina ētahi āhuatanga motuhake o te pānui. Inā koā, whakapuakina ngā kupu e mea ana koe he weriweri, ngā mahi e mea ana koe he kāware, ngā whakaaro rānei e mea nei koe kāore i tūtika ngā taha e rua, kāore i tika rānei.

## Āhea ka taea e au te tuku i taku whakapae ki te Mana Whanonga Kaipāho?

Kei raro i te Ture Pāho 1989 me hoki mai te whakautu a te kaipāho ki tō whakapae i roto i ngā rā 20 i muri i te taenga o te whakapae ki a ia.

Mehemea kāore koe i te rata ki te whakautu a te kaipāho, me tuku atu tō whakapae ki te Mana Whanonga Kaipāho kia huraina, kia arotakea hoki e ia, hei kanohi motuhake, i roto i ngā rā mahi 20 i muri i te taenga atu a te whakautu a te kaipāho.

Mehemea kāore anō te kaipāho kia whakautu ki a koe i roto i ngā rā mahi 20, me tae atu tō whakapae ki te Mana Whanonga Kaipāho kia huraina, kia arotakea hoki e ia i roto i ngā rā mahi 60 i muri rā i te whakapāohotanga.

## He aha ngā āhuatanga ka pā i muri i taku tukunga i taku tono ki te Mana Whanonga Kaipāho?

Mā te Mana Whanonga Kaipāho e tohutohu ki te kaipāho āe, kua tae mai tētahi whakapae ki a ia, ka tukua atu tētahi kape o tō reta ki te kaipāho, māna hoki e inoi atu ki te kaipāho kia whakautu ia.

Mā Te Mana Whanonga Kaipāho e tuku atu tētahi kape o te whakautu a te kaipāho ki a koe.

Mehemea he kōrero anō tā te kaipāho ki te Mana Whanonga, ka īnoi atu te Mana ki a koe i muri, kia whakapuaki anō koe i ō whakaaro.

Mā ngā mema tokowhā o te Mana Whanonga Kaipāho e whiriwhiri tō whakapae i tētahi hui a te poari.

Ka arotakea ngā kōrero taunaki katoa, ka matapakina tō whakapae, ka whakatauria e rātou mehemea ka whakaetia, kāore rānei e whakaetia.

Ko te tikanga ia a Te Mana i te nuinga o te wā, kia tae mai tētahi whakapuaki kua oti te tuhituhi e te kaiwhakapae me te kaipaho ki mua i ia, otirā ka taea e ia te karanga hui ōkawa, mehemea e tika ana.

Ka tukua atu te whakataua a Te Mana, kua oti te tuhituhi mārire, ki a kōrua ko te kaipāho. Ka tukua atu hoki ki te hunga pāpāho, ki ngā kaihoko whakataua, ka whakairia atu hoki i te pae tukutuku a te BSA.

Kia tae ki ngā whakapae mō te takahi i te matatapu o ngā kōrero mō te tangata, ka atawhaitia e Te Mana ngā inoi kia kua e whakapuakina tō ingoa.

Ki te whakaaetia e Te Mana tētahi whakapae, ka taea e ia:

- tono i te kaipāho ho te whakaputa i tētahi whakapuaki, inā koā, he whakatikanga, he whakarāpopototanga rānei o te whakataua
- tono i te kaipāho kia utua tētahi wāhi tae atu ki te \$5,000, ki te Karauna
- tono i te kaipāho kia utua tētahi kapiheihana, tae atu ki te \$5,000, ki te tangata kua takahia nei te matatapu o ngā kōrero mōna

Mō ngā take tino taumaha, ka taea e te Mana te tono i te kaipāho kia kua e whakapāoho, kia kua rānei e whakapāoho i ngā pānuitanga hoko rānei, mō te 24 haora.

Ka taea ngā whakataua a te Mana Whanonga Paho te pīra ki te Kōti Matua, ā, ka taea hoki te tuku i ngā whakataua kia arotakea e te tiati.

Ki te mea ka pīra tētahi kaipāho ki te Kōti Matua, ka whakaingoatia te kaiwhakapae hei hoa totohe engari ka taea e ie te noho ki waho rawa i ngā nohonga a te kōti.

[www.bsa.govt.nz](http://www.bsa.govt.nz)



## Rārangi Arotake Whakapae

- Kua oti tō whakapae te whakahāngai atu ki te tumuaki o te kaupāho e whakapaetia ana?
- Ka tae atu tō whakapae ki te kaupāho i roto i ngā rā mahi 20 i muri i te pāhotanga?
- Kei roto i tō whakapae i āta tuhia rā:
  - te ingoa o te hōtaka e whakapaetia nā ōna āhuatanga?
  - te pouaka, te teihana rānei i pānui tuatahitia ai?
  - te rā, te haora hoki o te pānui?
- Kua oti te paearu, ngā paearu rānei e mea ana koe kua takahia, e ai ki tō titiro, me te take, ki ō whakaaro, te whakatakoto?
- Mehemea mō te takahi i te matatapu o ngā kōrero mō te tangata tō whakapae, kua tukuna atu e koe ki te BSA i roto i ngā rā mahi 20 mai i te pāhotanga?
- Mehemea kāore koe i te rata ki te whakautu a te kaupāho, kua tukua atu tō whakapae ki te Mana Whanonga Kaipāho kia huraina, kia arotakea hoki e ia i roto i ngā rā mahi 20 i muri i te taenga atu a te whakautu a te kaupāho?
- Mehemea kāore anō te kaupāho kia whakautu ki a koe i roto i ngā rā mahi 20, kua tukua atu tō whakapae ki te Mana Whanonga Kaipāho kia huraina, kia arotakea hoki e ia i roto i ngā rā mahi 60 i muri i te whakapāhotanga?

Te Mana Whanonga Kaipāho, Level 2, NZ Lotteries Commission Building,  
54-56 Cambridge Terrace, Pouaka Poutāpetā 9213, Te Whanga-nui-a-Tara 6141, Waea: (04) 382 9508  
Waea whakaahua: (04) 382 9543 Waea kore-utu: 0800 366 996, Īmēra: info@bsa.govt.nz

## Kāinga noho

Tukua atu tō whakapae ōkawa ki te Tumuaki o te kaupāho e whakapaetia ana.

### Pouaka Whakaata

#### TVNZ

Pouaka Poutāpetā 3819  
Tāmaki-makau-rau 1141  
Waea: (09) 916 7000  
Waea whakaahua:  
(09) 916 6864  
www.tvnz.co.nz

#### Māori Television

Pouaka Poutāpetā 113-017  
Newmarket  
Tāmaki-makau-rau 1149  
Waea (09) 539 7000  
Waea whakaahua:  
(09) 539 7199  
www.maoritv.co.nz

#### TV3 me te C4

CanWest TVWorks  
Private Bag 92 624  
Tāmaki-makau-rau 1150  
Waea: (09) 377 9730  
Waea whakaahua:  
(09) 366 5999  
Waea kore-utu:  
0800 888 4733  
www.tv3.co.nz

### Te Reo Irirangi

Mō ngā pāpāho a  
Radio New Zealand  
National me te Radio  
New Zealand Concert  
me tuku atu tō  
whakapae ōkawa ki:

Ka taea te wāhi tuku  
reta mō tētahi reo  
irirangi whakaputa  
pānui hoko te kimi i  
te reo irirangi tonu, i  
konei rānei:

#### Prime Television

Pouaka Poutāpetā 9059  
Newmarket  
Tāmaki-makau-rau 1149  
Waea: (09) 579 9999  
Waea whakaahua:  
(09) 579 8355  
Waea kore-utu:  
0800 759 759  
www.primetv.co.nz

#### Sky Television

Pouaka Poutāpetā 9059  
Newmarket  
Tāmaki-makau-rau 1149  
Waea: (09) 579 9999  
Waea whakaahua:  
(09) 579 8355  
Waea kore-utu: 0800 759 759  
www.skytv.co.nz

#### Radio New Zealand

Pouaka Poutāpetā 123,  
Te Whanga-nui-a-  
Tara 6140  
Waea: (04) 474 1999,  
Waea whakaahua:  
(04) 474 1459  
www.radionz.co.nz

#### Radio Broadcasters Assn

Pouaka Poutāpetā 3762  
Tāmaki-makau-rau 1140  
Waea: (09) 378 0788  
Waea whakaahua:  
(09) 378 8180  
www.rba.co.nz

Ko ngā hononga ki ētahi atu rōpūpāpāho ka kitea i [www.bsa.govt.nz](http://www.bsa.govt.nz)

# NGĀ WHAKAPAE MŌ NGĀ PĀNUI POUAKA WHAKAATA, ME NGĀ PĀNUI REO IRIRANGI HOKI

He Kupu Aratohu mā te  
Hunga Mātakitaki, me te  
Hunga Whakarongo



www.bsa.govt.nz