

(1) Advertisements may be made only on behalf of a wholesale or retail point of sale, such as a vineyard, a wholesale store, a wine shop, or licensed premises.

(2) Advertisements must not use brand names as such. A brand name is one which is the name of a particular wine, spirit, or beer, etc., such as "Blue Nun", "Gordon's Gin", "Leopard Beer"; or one which refers to a range of wines, spirits, beers, etc., from a particular vintner, manufacturer or distributor, such as "Corbans" wines, "Lion" beers, "Gilbeys" spirits.

NOTE: There are some sale outlets which incorporate brand names in their title, e.g., "Corbans Wine Shop", "Montana Weinkeller", etc. These titles may be used in advertisements only in such a way that they refer clearly and consistently to the point of sale, and not to the brand of wine, etc.

(3) No descriptions of the qualities of any wine, beer or spirit, etc., are allowed in any advertisement.

(4) Advertisements must be confined to:

- Details of the points of sale and the service, e.g., location, hours of sale, details of parking, delivery, and type of sale (wholesale or retail); and
- Description of the general range of merchandise, e.g., "A full stock of New Zealand and overseas wines, New Zealand and imported spirits and cordials, and a wide range of beer in cans, bottles, and flagons."

The commercial complained of was, in fact, a series of commercials containing the same basic material updated as the tour of the British Isles team progressed through New Zealand.

The commercial opens and closes with a spoken reference to "Lion Breweries' Man of the Test".

The commercial opens with rugby scenes. It then shows a former All Black, Mr Waka Nathan, urging entry in the competition followed by a description of the prizes to be won. He says,

"Pick up your Lion Man of the Test entry form at your local Lion wholesale or bottlestores. And while you're there collect your beer, spirits, and party supplies".

The commercial ends with,

"Lion Breweries' Man of the Test. Enter now".

The Tribunal has noted that the rule says advertisements, directly or by implication, should not be designed to promote the general consumption of alcoholic beverages. There seems to be little doubt that the objective of the competition and the associated advertising was to promote the sale of Lion products.

An attempt is made to bring the advertisement within the rules by referring to wholesale and retail points of sale. However, it is clear from the graphic design of the advertisement that the Lion brand is promoted and this is clearly contrary to the corporation's rules.

The commercial shows bottles of beer and spirits which are clearly labelled and which may be identified by viewers by brand.

The exhortation,

"And while you're there collect your beer, spirits, and party supplies"

appears to the Tribunal to be a breach of the general rule of the corporation not to promote the general consumption of alcoholic beverages.

The Tribunal concludes that the commercial as produced should not have been accepted and broadcast.

NOTE: The co-opted members, Mrs A. M. Perry and S. H. Gardiner, took part in the deliberations of the Tribunal but the decision, in accordance with the Act, is that of the permanent members.

Dated this 4th day of October 1977.

B. H. SLANE, Chairman.

(Reference Com.—6/77; Com.—8/77)

Maori Land Development Notice

PURSUANT to section 332 of the Maori Affairs Act 1953, the Maori Land Board hereby gives notice as follows:

NOTICE

1. This notice may be cited as Maori Land Development Notice, Hamilton, 1977, No. 21.

2. The notice referred to in the First Schedule hereto is hereby revoked.

3. The land described in the Second Schedule hereto is hereby released from Part XXIV of the Maori Affairs Act 1953,

FIRST SCHEDULE

Date of Notice	Reference	Registration No.
31 October 1968	<i>Gazette</i> , No. 71, 7 November 1968, p. 2039	S.434513

SECOND SCHEDULE

SOUTH AUCKLAND LAND DISTRICT

ALL that piece of land described as follows:

ha Being
20.7275 Wharepuhunga 7C1B2B, situated in Blocks
(more or less) XII and XVI, Puniu Survey District. All
certificate of title, No. 3B/542.

Dated at Wellington this 4th day of October 1977.

For and on behalf of the Maori Land Board:

I. W. APPERLEY, Secretary for Maori Affairs.

(M.A. H.O. 15/2/388; D.O. 23/187)

Maori Land Development Notice

PURSUANT to section 332 of the Maori Affairs Act 1953, the Maori Land Board hereby gives notice as follows:

NOTICE

1. This notice may be cited as Maori Land Development Notice, Hamilton, 1977, No. 20.

2. The notice referred to in the First Schedule hereto is hereby revoked.

3. The land described in the Second Schedule hereto is hereby released from Part XXIV of the Maori Affairs Act 1953,

FIRST SCHEDULE

Date of Notice	Reference	Registration No.
6 April 1970	<i>Gazette</i> , No. 23, 16 April 1970, p. 688	S.481370

SECOND SCHEDULE

SOUTH AUCKLAND LAND DISTRICT

ALL that piece of land described as follows:

A. R. P. Being
80 0 0 Parish of Onewhero, Lot 99L2, situated in
(more or less) Block III, Onewhero Survey District. All
certificate of title, Volume 1405, folio 68.

Dated at Wellington this 4th day of October 1977.

For and on behalf of the Maori Land Board:

I. W. APPERLEY, Secretary for Maori Affairs.

(M.A. H.O. 15/2/15; D.O. 23/112)

Notice of Acquisition of Public Reserve by the Crown

PURSUANT to the Reserves and Domains Act 1953, notice is hereby given that the land, described in the Schedule hereto, has been acquired as a reserve for recreation purposes, subject to the provisions of Part II of the said Act.

SCHEDULE

NELSON LAND DISTRICT—WAIMEA COUNTY

Aniseed Valley Recreation Reserve

LOTS 1, 2, 3, 4, 5 and 6, D.P. 8971, situated in Block XI, Waimaea Survey District: area, 2.0465 hectares, more or less.

Dated at Wellington this 5th day of October 1977.

N. S. COAD, Director-General of Lands.

(L. and S. H.O. Res. 9/2/80, D.O. 8/5/8/35)

Notice of Acquisition of Public Reserve by the Crown

PURSUANT to the Reserves and Domains Act 1953, notice is hereby given that the land, described in the Schedule hereto, has been acquired as a reserve for scenic purposes, subject to the provisions of Part IV of the said Act, to form part of the Mount Sinclair Scenic Reserve.