

(3) If some of the products of a company are banned from television and radio, then the use there of the company name (incorporating the brand) in advertisements unlinked to the other products, must be, at the least, a breach of the spirit of the rules and the condition of warrants.

(4) We leave open the situation where a company has other products which it advertises using the same brand name as liquor or cigarettes. The fact that this possibility exists is not an excuse to interpret the regulation in a permissive way.

This complaint is also upheld. No action will be initiated under section 83 (3).

General Comments—

The present position is unsatisfactory. Consideration should be given to preparing a comprehensive regulation that applies a condition to all warrants or to revoke the existing regulation and impose comprehensive rules which deal with the situations in a consistent fashion.

Nor was the rule that existed before the passing of the regulation 14, in our opinion, a satisfactory one.

To give an example, an advertisement which clearly discouraged the use of alcohol but then went on to suggest that if the listener or viewer must use alcohol he or she should use a particular brand, could be said to have been within the spirit of the former opening statement and the rules, but for the restriction on brand names. But if that restriction on brand names did not succeed in eliminating the advertising of a company name, strongly identified with a product, which was repeatedly named every Saturday afternoon, then the listener could have been excused for considering those restrictions to have been meaningless.

It may be that the Tribunal has, in an attempt to provide an easier method of interpretation of the rules, pushed the restrictions further than the respective legislators might have intended. If that is the case, no doubt it will be put right in an appropriate manner.

Membership

The Tribunal co-opted Messrs S. H. Gardiner and R. Boyd-Bell as persons whose qualifications or experience were likely, in the opinion of the Tribunal, to be of assistance to the Tribunal in dealing with the complaints. They took part in the hearing and the deliberations of the Tribunal but the decision, in accordance with the Act, is that of the permanent members.

Dated the 16th day of May 1980.

For the Tribunal:

B. H. SLANE, Chairman.

SCHEDULE ORMONDS WINES

Time/Secs.	Shot	Narration
00	Aerial W/S.	It is 1925 as the sun yields the first
3.5	L/S. Through vines to man dumping grapes	harvest of grapes to the
5.5	EC/U. Wine drop.	Ormond Estate.
6	C/U. Wine being poured.	The harvest is
7.5	ML/S. Two men. Sepia still.	good. Ormond
9	Sepia still (pan). 2 shot man/girl.	Estate hospitality quickly grows
11	Sepia still. Group shot.	to become as popular
12.5	C/U. Sepia still. Glass of wine. Pan along arm holding it.	as the vintage itself.
14	L/S. Crushing room. Pan to reveal people entering	Come to the Ormond Estate, tarry awhile . . .
16.75	C/U. Girl just entered in previous shot	. . . enjoy the
18	4-shot group.	hospitality . . .
19	C/U. Old man.	. . . and explore the

20	4 shot. 2 shot. Man puts grape in girl's mouth	history unique to the first vineyard . . . in the world to see the light of the new day.
26.5	C/U. Glass of wine. Super of credits. "Ormond Estate". "First to see the light".	Ormond Estate, first to see the light
30	Fade to black.	

New Zealand-Australia Free Trade Agreement

Application for the Approval of Goods as Determined Imported Materials—Notice 1980/7

NOTICE is hereby given that application has been made to Australia for the approval of the goods, described in the Schedule hereto, as determined imported materials in accordance with Australian legislation relating to the rules governing the origin of goods "wholly manufactured".

Any person wishing to lodge an objection to New Zealand supporting these applications should do so in writing on or before 26 June 1980. Submissions should include a reference to the application number, tariff item and description of the goods concerned, be addressed to the Comptroller of Customs, Private Bag, Wellington, for the attention of the Director, Trade Division, and be supported by information as to the quality, range, supply, etc., of the goods or suitable alternative goods produced in New Zealand.

SCHEDULE

Application No.	Tariff Item	Goods
7.1	82.09.011	Knife blanks, nickel silver or copper alloy, not plated, for use in the manufacture of silver plated cutlery.
7.2	82.14.001	Forks, spoons, nickel silver, unfinished not polished or plated, but not including unfinished forks or spoons of the souvenir or commemorative types, for use in the manufacture of silver plated cutlery.
7.3	74.18.000	Brass blanks, unfinished, assembled and polished, of a kind used for the manufacture of silver plated ware.
7.4	44.27.000	Cases for cutlery of Malaysian teak.

Dated at Wellington this 5th day of June 1980.

J. A. KEAN, Comptroller of Customs.

Trading Bank Reserve Asset Ratios

PURSUANT to section 33 of the Reserve Bank of New Zealand Act 1964, the Reserve Bank, acting with the approval of the Minister of Finance, hereby gives notice that as from and including 1st June 1980, and until further notice each trading bank shall maintain during each calendar month balances at the Reserve Bank plus holdings of Reserve Bank notes and of New Zealand Government securities, such that the aggregate of the averages of those balances and holdings during that calendar month (determined in accordance with clauses 1, 2, 3, and 4 of this notice) equals or exceeds the aggregate of:

- 22 per cent of that trading bank's average demand deposit liabilities in New Zealand in the immediately preceding calendar month (determined in accordance with the provisions of clause 5 of this notice); plus
- 22½ per cent of that trading bank's average time deposit liabilities in New Zealand in the immediately preceding calendar month (determined in accordance with the provisions of clause 5 of this notice);

Provided that a trading bank may make up to its balances and holdings as aforesaid for a calendar month to the amount hereinbefore required for that calendar month by way of borrowings from the Reserve Bank made during that calendar month, or during the first 10 business days of the next following calendar month, and on terms and conditions to be determined by the Reserve Bank, and the proceeds of all such borrowings shall be credited to the account of that trading bank with the Reserve Bank.