

Maria Wines Ltd. They have a special tasting of reising at the show. Over 20 odd years, Villa Maria Wines Ltd. have risen to the top in table wine quality. Find out why, and how, on the Villa Maria Wines Ltd. stand at the Waikato Winter Show."

Mr Turner claimed that the commercial was in breach of the following standards and rules:

- 1.11.2 Advertisements other than those referred to in 1.11.1 made by or on behalf of any person or persons or body corporate who manufacture, distribute or sell alcoholic liquor, or whose name is associated with the manufacture, distribution or sale of alcoholic liquor, may be broadcast if they meet the following requirements:
- 1.11.2 (1) The advertisement does not make any reference to the availability of alcoholic liquor for sale.
- 1.11.2 (2) The advertisement does not include references to brand names of alcoholic liquor as such except to the extent that the brand name is incorporated in or identical with the name of the advertiser.
- 1.11.2 (3) No descriptions of the qualities of the alcoholic liquor manufactured, distributed or sold by the advertiser are included in the advertisement:

The complainant claimed that the whole commercial was laden with the implication that Villa Maria Wines were available for sale. It did not matter, he said, that the wines were not available for sale at the company's stand at the Winter Show. There was nothing in the rules about where the liquor was available. If the commercial makes it apparent that a name brand of liquor was available for sale somewhere then, he contended, rule 1.11.2 (1) had been broken.

The Corporation did not uphold his complaint.

The rule refers to an advertisement not making any reference to the availability of alcohol liquor for sale. The advertisement does not make any reference to it being available for sale. In this respect the complaint is not upheld.

Mr Turner alleges a breach of 1.11.2 (2) because the word reising did not appear in the Company's name. The Corporation submitted that reising was not a brand name but a type of wine and therefore that rule had no bearing on the matter. The Tribunal agrees. The complaint is not upheld in this respect.

The third part of the complaint was that the advertisement was in breach of 1.11.2 (3). The Corporation said in answer to this that the statement related specifically to the company rising to the top because of production excellence. It submitted that the fair and generally accepted understanding of the rule requirement "no descriptions of the qualities of the alcoholic liquor" was to exclude such aspects as colour, bouquet, taste, smell and other aspects which were widely accepted as constituting wine qualities. There was no reference in the advertisement to these aspects and it was the company and not the actual definable nature of its product which was being extolled.

The advertisement refers to Villa Maria Wines Ltd. having risen "to the top in table wine quality".

The question is whether the general reference to top quality can be construed as a description of one of the qualities of the wine. There are two meanings of quality referred to in Heinemann's New Zealand Dictionary:

- "1. A characteristic.
2. Character with respect to excellent: 'meat of the highest quality is very expensive'."

The use of the plural "qualities" in the rule must limit its use to the first meaning. For the advertisement to have been caught by the rule, the rule would have had to ban descriptions of the quality of the alcoholic liquor and the qualities (i.e. the characteristics) of the liquor.

We do not consider that the invitation to listeners to "find out why and how" is a description of those qualities.

The complaint is not upheld in this respect.

The result is that Mr Turner's complaint is not upheld.

Co-opted Members—Mrs Susan Boyd-Bell and Mr Gordon Ell were co-opted as persons whose qualifications or experience would be of assistance to the Tribunal in dealing with the complaint. They took part in the deliberations of the Tribunal but the decision is that of the permanent members.

Dated the 22nd day of December 1982.

For the Tribunal:

B. H. SLANE, Chairman.

Exchange Rates

IN terms of section 25 (2) of the Reserve Bank of New Zealand Act 1964, the Reserve Bank today released outer limits for rates of exchange to be used in transactions involving the conversion of New Zealand currency into foreign currencies and foreign currencies into New Zealand currency when delivery of the foreign currency dealt in will be effected by telegraphic transfer. The following

range of rates, for the main currencies used by New Zealand traders in settling foreign exchange transactions, will remain in force until replaced by a new Schedule issued by the Reserve Bank. These rates do not apply to transactions for settlement after the expiration of 2 business days (forward transactions) or to transactions in which instruments are purchased which do not entitle the buyer to foreign currency balances in the foreign centre until the instruments have been delivered at the foreign centre. In the latter case interest at foreign centre rates may be deducted from the telegraphic transfer rate to compensate the purchaser for his loss during the transit period.

Country and Currency	Range of Rates	
	Sell	Buy
Australia (Dollar)	0.7224-	0.7594
Austria (Schilling)	11.7100-	12.3100
Belgium (Franc)	33.4700-	36.2600
Canada (Dollar)	0.8679-	0.9125
China (Renminbi)	1.3461-	1.4151
Denmark (Kroner)	6.0072-	6.3152
Fiji (Dollar)	0.6750-	0.7096
France (Franc)	4.8171-	5.0641
Hong Kong (Dollar)	4.6259-	4.8632
India (Rupee)	6.9618-	7.3188
Italy (Lira)	977.6300-	1027.7600
Japan (Yen)	164.8330-	173.2858
Malaysia (Ringgit)	1.6114-	1.6940
Netherlands (Guilder)	1.8700-	1.9659
New Caledonia and Tahiti (Franc)	86.8700-	91.3300
Norway (Kroner)	4.9840-	5.2396
Pakistan (Rupee)	8.8700-	9.3300
Portugal (Escudo)	68.1300-	71.6300
Singapore (Dollar)	1.4686-	1.5439
South Africa (Rand)	0.7487-	0.7871
Spain (Peseta)	89.5200-	94.1100
Sri Lanka (Rupee)	14.8500-	15.6100
Sweden (Kroner)	5.1937-	5.4600
Switzerland (Franc)	1.3897-	1.4610
United Kingdom (Pound)	0.4481-	0.4711
United States of America (Dollar)	0.7083-	0.7446
West Germany (Deutschemark)	1.6987-	1.7858

Date: 19 January 1983.

Time: 9 a.m.

C. J. HAVILL,
Acting Assistant Chief Cashier,
Reserve Bank of New Zealand, Wellington.

1

Customs Notice—Exchange Rates

NOTICE is hereby given, pursuant to the Customs Act 1966, that the following exchange rates to the New Zealand dollar relate to imported goods for which a New Zealand Customs entry has been lodged on or after 1 February 1983.

Australia	75 Dollar
Austria	11.73 Schilling
Bangladesh	17.89 Taka
Belgium	35.49 B. Franc
Brazil	187.76 Cruzeiro
Burma	6.05 Kyat
Canada	89 Dollar
Chile	53.64 Peso
China	1.38 Renminbi or Yuan
Denmark	6.00 Krone
Egypt	62 E. Pound
Fiji	68 F. Dollar
Finland	3.85 Markka
France	4.83 Francs
French Polynesia	87.05 FP Franc
Greece	60.03 Drachma
Hong Kong	4.67 H.K. Dollar
India	6.90 Rupee
Ireland	52 I. Pound
Israel	25.10 Shekel
Italy	977.65 Lira
Jamaica	1.33 J. Dollar
Japan	166.71 Yen
Malaysia	1.64 M Dollar (Ringgit)
Mexico	113.61 Peso
Netherlands	1.88 Florin (Guilder)
Norway	5.03 Krone
Pakistan	9.00 Rupee
Papua New Guinea	54 Kina
Philippines	6.52 Peso
Portugal	68.44 Escudo
Singapore	1.49 S. Dollar

0