

## **Code for Advertising to Children and Children's Code for Advertising Food**

A submission to the Advertising Standard Authority's Codes Review Panel

From

**HTG Limited**

*HTG Limited (HT Group) is a consultancy group that advises and implements strategic relationships between business, sport and the community. We specialise in identifying and negotiating high level business partnerships that present a win-win for our clients, using sound research practice to inform strategic thinking. [www.htgroup.co.nz](http://www.htgroup.co.nz).*

**12 April 2016**

**Submitted by email to [asa@asa.co.nz](mailto:asa@asa.co.nz)**

This Submission from HT Group is prepared in response to the Advertising Standards Authority (ASA) Codes Review Panel's invitation for submissions on the Code for Advertising to Children and the Children's Code for Advertising Food.

This matter was firstly brought to our attention from McDonald's Restaurants (New Zealand) Limited. We wish to express our support for their position, and reinforce that we oppose a specific guideline on sponsorship in these two codes.

HT Group are specialists in creating partnerships between Business, sport and community, both in New Zealand and throughout the UK. Often these strategic relationships take the form of a sponsorship where significant financial support from business is put into community well-being activities such as youth sport, health promotion and active living. Without significant funding from the business community, who in turn deserve reasonable recognition for this support, many of these community programmes would simply cease to exist.

On several occasions, we have worked with Rights Holders (ie a sporting organization or charity) who have used their discretion to decline sponsorships that are detrimental to their cause, and expect that this level of self-regulation to remain sufficient. A very recent example of this is a client in a lower socio-economic community who refused sponsorship from a Personal Loan Provider.

Similarly, we often see Rights Holders voluntarily regulating what marketing activities from their sponsors are appropriate. An example of this can be seen with New Zealand Football and McDonald's: part of their sponsorship activation includes options for the "player of the day" certificate of their healthy food choice (grilled snack wrap) or a donation to the Ronald McDonald House Charities.

In our seven years in New Zealand, working with 50+ sponsorships involving children, we have not experienced any instances where complaints have arisen regarding the manner in which the sponsorship is presented to families or marketed food.

To reiterate, **HT Group does not support a specific guideline on sponsorship** on the ASA Code for Advertising to Children and the Children's Code for Advertising Food.

Please do not hesitate to contact me by phone or email should a further opportunity arise to comment on these ASA Codes as they relate to Sponsorship.

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