



23 August 2022

Lance D. Lavery
Via email: fyi-request-20092-26a752bc@requests.fyi.org.nz

Dear Lance

Official information request relating Giant Billboards Advertising Alcoholic Beverages

I refer to your official information request dated 1 August 2022.

The information you have requested is enclosed. The questions you specified have been included as numbered headings in bold below, with our response following each heading.

- 1. Please provide the name of the person that is responsible for granting international companies consent to advertise Alcoholic beverages on a giant billboard on the sides of the City Fitness building located at 1 Walton Leigh Avenue?**

The Council issued a resource consent decision (signed under delegated authority) on 13 August 2021 to erect digital billboards on the respective facades of the building at 1 Walton Leigh Avenue. A copy of the decision is appended to this response.

- 2. Does the Porirua City Council believe that is acceptable and appropriate to advertise these particular products on a building that has a tenant that provides care and protection services for vulnerable Children that have quite often experienced the negative impacts of Alcohol?**

The Council has no regulatory responsibilities with respect to the advertising content on privately owned billboards. Under the Act, we are only required to provide information 'held' by the Council, we are not required to 'create' information, or provide an opinion. Therefore, this question is more suitably directed to the billboard owners.

- 3. Does the Porirua City Council believe that [it] is acceptable and appropriate to advertise these particular products on a building that has a tenant that provides health and fitness services for the majority of the health and fitness minded people in Porirua?**

Please see our response to Q2.

- 4. Please provide the policy that concerns advertising on billboards in Porirua City**

Council does not have a policy that regulates advertising content on private property. From a Resource Management Act perspective, there are rules and standards in the District Plan that regulate signage relative to different zones. Please refer to section 3 of the appended decision, which outlines the reasons for consent relative to the billboard signage.

Please note that New Zealand has an Advertising Standards Authority (ASA) that covers matters of social responsibility. This may be an avenue that you may choose to explore.

If you wish to discuss this decision with us, please feel free to contact Moana Wyatt at official.information@porirua.govt.nz.

Ngā mihi



Wendy Walker
Chief Executive
Kaiwhakahaere Matua