

# TE HĀTEPE AMUAMU IA UPANE

## KEI TE HIAHIA KOE KI TE TUKU AMUAMU ŌKAWA?



# ARATOHU KI TE HĀTEPE AMUAMU A BSA MŌ NGĀ WHAKAATURANGA POUAKA WHAKAATA ME TE REO IRIRANGI

## He aha ngā momo whakaaturanga e taea e au te amuamu?

Ka taea e koe te amuamu mō tētahi whakaaturanga e whakapāohotia ana i Aotearoa i runga i te pouaka whakaata, reo irirangi rānei.

## Āhea tuku amuamu au?

Me tuku koe i tō amuamu i roto i **ngā rā mahi 20 o te pāpāho**. Kāore e taea e koe te tuku amuamu mō tētahi whakaaturanga i mua i tana whakaaturanga.

## He aha ngā amuamu ka whakaaehia e te BSA?

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| ✓ Ngā whakaaturanga pouaka whakaata koreutu   | ✗ Pānuitanga (whakapā atu ki te Advertising Standards Authority)   |
| ✓ Ngā whakaaturanga pouaka whakaata utu   | ✗ Te whakarite hōtaka whakaaturanga (whakapā atu ki te kaipāpāho)  |
| ✓ Ngā whakaaturanga reo irirangi  | ✗ Ngā paetukutuku kaipāpāho (whakapā atu ki te kaipāpāho)  |
| ✓ Ko ngā whakaaturanga ka mātakitakina, ka rongohia rānei i runga i te paetukutuku a te kaipāpāho (Mēnā ka <b>taea</b> ANAKE e koe te tuku i ngā taipitopito o te whakaaturanga pouaka whakaata tuatahi, pāpāho reo irirangi me te tuku i tō amuamu i roto i te 20 rā mahi o taua pāpāho) | ✗ Ko ngā whakaaturanga e tirohia ana, e rongohia rānei i runga i te paetukutuku a te kaipāpāho—mēnā <b>kāore</b> e taea e koe te tuku taipitopito o te pouaka whakaata tuatahi(waea atu ki te kaipāpāho) |
| ✓ Ngā pānuitanga pōtitanga i runga pouaka whakaata, reo irirangi rānei (i ngā wā pōtitanga)   | ✗ Ko ngā pitopito kōrero me ngā take o te wā i runga paetukutuku kaipāpāho, kāore anō kia whakaaturia ki te pouaka whakaata, reo irirangi rānei (whakapā atu ki te Online Media Standards Authority)     |
|   | ✗ Ētahi atu ihirangi ipurangi (kaiwhakarato whakapā)   |

## He aha ngā take ka taea e au te amuamu?

Ka taea e koe te tuku amuamu mō ēnei take e whai ake:

- te āhua tika me te whanonga tika
- ngā mōhiotia whakaaturanga
- te pānga ki ngā tamariki
- te whakarekerekere
- te ture me te whanonga tika
- te whakahāwea me te whakahahani
- te waipiro
- te whakatautika
- te tōtikatanga
- te matatapu
- te tōkeke

E whakamāramahia taipitopitotia ēnei take i roto i Te Tikanga o Ngā Mahinga Pāpāho i roto i tēnei Puka Tikanga me tā mātau paetukutuku. Ko ngā paerewa me ngā aratohu kei roto i ia tikanga ka āhua rerekē e ai ki te wāhi i whakapāohotia te whakaaturia (reo irirangi, pouaka whakaaturanga koreutu, pouaka whakaata utu). He ture motuhake anō mō ngā whakaaturanga pōtitanga.

## Me pēhea taku tuku amuamu?

Hei whai wāhi atu ki roto i te hātepe BSA, me 'amuamu ōkawa' ngā amuamu.

Mēnā kei te hiahia noa iho koe ki te whakamōhio atu i te kaipāpāho mō ō āwangawanga, ehara rānei i te take mā te BSA, ka whiriwhirihia hei 'amuamu kōkau'.

Me tuku ngā amuamu ōkawa ki te kaipāpāho i te tuatahi (engari mēnā he amuamu tūmataitinga, he amuamu whakaaturanga pōtitanga, ka taea te tuku tonu atu ki te BSA). Ka kitea ngā taipitopito whakapā mō ngā kaipāpāho matua i te paetukutuku a te BSA, [www.bsa.govt.nz](http://www.bsa.govt.nz).

Ko te tikanga māmā rawa mō te tuku amuamu he whakakī i te puka tuihono. Kei te nuinga o ngā kaipāpāho matua ēnei. Ka taea te tiki atu mai i tā mātau paetukutuku, (tirohia, *Mēnā kua rite koe ki te tuku amuamu ki te kaipāpāho ināianei*). He puka tuihono tā te BSA ka taea e koe te whakamahi mēnā kāore i te kaipāpāho mōna te amuamu (tirohia, *Mēnā kāore i kitea e koe te kaipāpāho e kimihia ana e koe*).

Me mōhio he roa anō te wā mō te hātepe amuamu ōkawa. Kāore pea koe e whiwhi whakautu wawe, whakatau wawe rānei. Ki te tuku amuamu atu koe ki te kaipāpāho, ā, ka tuku anō i tō amuamu ki te BSA, ka pau pea ētahi marama i muri i te rā tuatahi o te pāpāho ka whiwhi ai koe i tētahi whakatau whakamutunga.

## He aha ngā mea e hiahiatia ana mō taku amuamu kia kīia ai he 'amuamu ōkawa'?

Mō te whakarite amuamu ōkawa me ū ētahi whakaritenga whāiti. Ko te amuamu ōkawa me mātua:

- tuhi mai
- kī he 'amuamu ōkawa'
- whiwhi i te kaipāpāho i roto i ngā rā 20 mai i te whakapāohotanga
- whai i ngā taipitopito e whai ake:
  - o te rā o te pāpāho
  - o te wā o te pāpāho
  - o te taitara o te whakaaturanga
  - o te hongere, teihana rānei i whakapāoho i te whakaaturanga
  - o ngā paerewa ki ōu whakaaro kua wāhia
  - o he whakamāramatanga he i wāhia ki ōu whakaaro.

## Ka ahatia ngā amuamu ōkawa ki ngā kaipāpāho?

He **20 rā mahi** te wā ki te kaipāpāho ki te tuku whakatau ā-tuhi ki a koe e whakamārama ana ki a koe mēnā i whakaaehia tō amuamu, kāore rānei (arā, mēnā i wāhia e te whakaaturanga ngā paerewa), me te whakamōhio atu ki a koe mō tō tika ki te tuku i tō amuamu ki te BSA ki te kore e pai ki a koe te whakatau. (E whakaaehia ana te kaipāpāho ki te whakaroa ake i te wā ki te **40 rā mahi**, mēnā ka whakamōhio atu ki a koe i roto i taua 20 rā mahi tuatahi.)

## Āhea ka taea e au te tuku taku amuamu ki te BSA?

Ka taea e koe te tuku i tō amuamu ki te BSA i ngā āhuetanga katoa e whai ake i roto i ngā wā e whai ake:

### Āhea tuku atu ai e au?

Mēnā kāore i te pai ki a koe te whakatau a te kaipāpāho?

Mēnā i whakaaehia e te kaipāpāho tētahi wāhanga, te katoa rānei o tō amuamu, ā, mēnā kāore i te pai ki a koe ngā whakarite i whāia e rātau ki te whakatika i te wāwāhitanga

Mēnā kāore anō kia rongo kōrero mai koe i te kaipāpāho i roto i te 20 rā mahi o tō amuamu (i roto i rānei i te 40 rā mahi mēnā i tuhi reta atu te kaipāpāho ki a koe ki te tono kia whakaroahia te wā)

### E hia te roa ki a au ki te tuku?

E **20 ngā rā mahi** ki a koe mai i tō whiwhinga i te whakatau a te kaipāpāho

E **20 ngā rā mahi** ki a koe mai i tō whiwhinga i te whakatau a te kaipāpāho

He **60 rā mahi** mai i te rā o te whakapāohotanga tuatahi

## Me pēhea taku tuku amuamu atu ki te BSA?

Me tuhi atu koe ki te BSA ki te tono mō tētahi arotake (mā te pōhi, īmēra mai rānei ki [info@bsa.govt.nz](mailto:info@bsa.govt.nz)).

Ka taea rānei e koe te whakakī i te puka Tuku i tētahi Amuamu kei te paetukutuku a te BSA, [www.bsa.govt.nz](http://www.bsa.govt.nz).

Mēnā:

- kāore i te pai ki a koe te whakatau a te kaipāpāho, me whakarārangi e koe o pūtaka
- kāore anō koe kia whiwhi i tētahi whakatau, me whakauru atu e koe te rā i tāpaehia atu koe tō amuamu ki te kaipāpāho kia taea ai te tirotiro te wā.

## Ka aha ina tuku atu ai e au taku amuamu ki te BSA?

Ina tuku atu e koe tētahi amuamu, ko tā te BSA he:

- tuhi atu ki a koe me te whakarārangi i te hātepe
- tuku tārua o tō amuamu ki te kaipāpāho ki te whakaputa kōrero, me te tono mō tētahi tārua o te whakaaturanga me ngā tārua o ngā tuhituhi katoa e pā ana ki tō amuamu
- whakarite kia whai wāhi koe ki te tuku kōrero mō ngā kōrero i whakaratohia e te kaipāpāho
- whakamōhio atu ki a koe āhea ka whakaritehia tō amuamu (ina tae katoa mai ngā kōrero) me te wā ka whiwhi pea i a koe te whakatau a te BSA.

Ka hui te poari a te BSA ki te whiriwhiri i ngā amuamu i ia rima wiki. I te nuinga o ngā kēhi kotahi anake te hui mō te whakatau i te amuamu, ā, ka whiwhi i a koe tētahi whakatau i roto i ngā rā mahi 20 o te hui.

He uaua ake ētahi amuamu. E hiahia ana pea he wā atu anō hei kohikohi kōrero anō, te whiriwhiri whakatau, te whakatutuki i te whakatau hoki/rānei. Mēnā he pēnei, ka whakamōhiohia haerehia koe e te BSA.

Me mōhio koe he roa te wā hātepe amuamu – mai i te tukutanga ki te BSA, atu ki te tukutanga i te whakatau a te BSA – i te nuinga o te wā ka pau ētahi marama, roa atu rānei mēnā ka uaua, me whiwhi kōrero atu rānei.

## Ka taea e au te āpuru ingoa?

Kei roto i te whakataua ā-tuhi a te BSA ko tō ingoa, ā, ka whakaputaina te whakataua ki te paetukutuku a te BSA.

Ka whiriwhiri anake te poari i ngā tono mō te āpuru ingoa ina whakarite ana i ngā amuamu tūmataitinga, i ngā āhuatanga tino rerekē rānei. He onge te āpuru ingoa.

Mēnā e whakapono ana koe he take motuhake me whiwhi i a koe te āpuru ingoa, me tuhi ki te BSA ki te whakamōhio atu – ka taea e koe tēnei te mahi i tētahi wā i mua i te tukutanga o te whakataua.

Ki te kore e whakaaehia te āpuru ingoa, ka whakamōhiohia koe e mātau, ā, tērā pea ka tuku whai wāhitanga ki a koe ki te tango mai i tō amuamu.

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## He aha ngā whakahau ka taea e te BSA te tuku?

Ki te whakaaehia e te BSA tētahi amuamu, ka tuku whakahau pea.

Mēnā kei te whiriwhiri te BSA ki te tuku i tētahi whakahau ka tuhi atu ia ki a kōrua ko te kaupāpāho mō ō whakaaro he aha aua whakahau, ā, mēnā kei te tika. Kātahi ka whakataua ki te tuku whakataua, kāore rānei, i mua i te tukutanga i tana whakataua whakamutunga. Ka whakaarohia e te BSA ngā tāpaetanga kōrero a ngā taha e rua me te whai whakaaro ki ngā āhuatanga maha, tae atu, engari kāore e whāiti ki ēnei:

- te taumahatanga o te wāhitanga, me te maha o ngā āhuatanga o te amuamu i whakaaehia
- te nui o te mamae i pā ki tētahi tangata, ki te hunga mātakitaki rānei
- ngā whāinga o te (ngā) paerewa
- te waiaro me ngā mahi a te kaupāpāho e pā ana ki te amuamu (hei tauira, mēnā i whakaaehia te amuamu e te kaupāpāho me te upane whakangāwari hoki/rānei; mēnā rānei i whakahētia e te kaupāpāho te wāhitanga paerewa, me te whakakaha i te mamae i puta)
- mēnā ka rongoā tika te whakataua me te tuku tohutohu ki ngā kaupāpāho, mēnā rānei e hiahiatia anō tētahi atu mea kia whai take ake te rongoā, te whakatūpato rānei i ngā kaupāpāho
- ngā whakataua o mua, whakahau ōrite hoki/rānei.

Ko ngā whakahau e kitea noa:

- he tauākī pāpāho, hei tauira, tētahi whakatika, whakarāpopoto o te whakataua, he whakapāha rānei
- ngā utu ki te Karauna (he whaina) atu ki te \$5,000
- he paremata mō tētahi wāhi tūmataitinga, tae atu ki te \$5,000
- he paremata mō tētahi wāhanga o ngā utu ā-ture i hua puta ake.

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## Ka aha ina tukuna e te BSA he whakataua?

Ka tukuna he whakataua ā-tuhi ki a koe me te kaupāpāho. Ka tonoa koe kia noho matatapu te whakataua mō ētahi rā kia tukuna matataputia.

Ka whakaputaina te whakataua ki te paetukutuku a te BSA, me te pānui ā-marama a te BSA. I ētahi wā ka tukuna e te BSA he tauākī pāpāho mō tētahi whakataua pānga. E kore rawa e tukuna e te BSA ngā taipitopito whakapā a ngā kaiamuamu ki te hunga pāpāho.

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## Ka taea anō te pīra tētahi whakataua BSA?

Āe. Ka taea ngā whakataua BSA te pīra ki te Kōti Teitei, e ngā taha e rua (te kaupāpāho, te kaiamuamu rānei), i roto i te kotahi marama o te whakataua.

Ki te pīra e te kaupāpāho tētahi whakataua ki te Kōti Teitei, ka whakaingohia ko te kaiamuamu tētahi atu taha engari kei a ia te tikanga ki te kore whai wāhi mai ki ngā whakawātanga.

**MŌ ĒTAHI ATU KŌRERO KA TAEA E KOE TE HAERE ATU KI TE PAETUKUTUKU A TE BSA, [WWW.BSA.GOVT.NZ](http://WWW.BSA.GOVT.NZ)**

Ngā Paerewa Pāpāho | Aotearoa Puka Tikanga