

TE HĀTEPE AMUAMU O TE BSA



TE HĀTEPE AMUAMU IA UPANE

KEI TE HIAHIA KOE KI TE TUKU AMUAMU ŌKAWA?



Te hātepe amuamu o te BSA

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

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

Me pēhea e amuamu?

Me tuku ngā amuamu ūkawa ki te kaipāpāho i te tuatahi (hāunga mō te matatapu, ngā whakaaturanga pōtitanga rānei, e taea ai te tuku tōtika ki te BSA).

Me tuku koe i tō amuamu i roto i ngā rā mahi 20 o te pāpāho.

He aha ngā amuamu ka whakaaehia e te BSA?

- ✓ Ngā whakaaturanga pouaka whakaata koreutu
- ✓ Ngā whakaaturanga pouaka whakaata utu
- ✓ Ngā whakaaturanga reo irirangi
- ✓ Ko ngā whakaaturanga ka mātakitakina, ka rongohia rānei i runga i te paetukutuku a te kaipāpāho (Mēnā ANAKE ka taea e koe te tuku i ngā taipitopito o te whakaaturanga pouaka whakaata, pāpāho reo irirangi rānei me te tuku i tō amuamu i roto i te 20 rā mahi o taua pāpāho)
- ✓ Ngā pānuitanga pōtitanga i runga pouaka whakaata, reo irirangi rānei (i ngā wā pōtitanga)
- ✗ Pānuitanga (whakapā atu ki te Advertising Standards Authority)
- ✗ Te whakarite hōtaka whakaaturanga (whakapā atu ki te kaipāpāho)
- ✗ Ihirangi ā-tuhi i runga i te pae tukutuku kaipāpāho (whakapā atu ki te kaipāpāho)
- ✗ Ko ngā whakaaturanga e tirohia ana, e rongohia rānei i runga i te paetukutuku a te kaipāpāho – mēnā **kāore** e taea e koe te tuku taipitopito o te whakaatuhunga

i pāpāhotia i runga i te pouaka whakaata, reo irirangi rānei (whakapā atu ki te kaipāpāho)

- ✗ 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 Kaunihera ao pāpāho o Aotearoa)

He aha ngā take ka taea te amuamu?

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

- he ihirangi whakaparanga me te whakatīhengi
- te whakatairanga i te whanonga turekore, tūhourangi rānei
- te pānga ki ngā tamariki
- te whakahāwea me te whakahahani
- te whakatautika
- te tōtikatanga
- te matatapu
- te tōkeke

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

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

- tuhi mai
- hāngai ki tētahi pāpāhotanga motuhake
- tuku i roto i te wā e hiahiatia ana (i roto i te 20 rā mahi o te pāpāhotanga i te nuinga o te wā)
- whakauru i ngā taipitopito nui rawa kia taea ai te tautuhī i te pāpāhotanga, hei tauira:
 - te rā o te pāpāho
 - te wā o te pāpāho (mēnā e mōhiotia ana, ā, ki te kore e mōhiotia, he whakatau tata whaitake o te wā o te pāpāhotanga me ngā taipitopito e taea ana mō ngā

ihirangi pāpāhotanga e tata ana, ētahi atu mōhiohi
rānei hei āwhina kia kite i te ihirangi)⁶

- te taitara o te whakaaturanga
- te hongere, teihana rānei i whakapāoho i te whakaaturanga
- whakapae i whati ētahi paerewa pāpāho motuhake.

Ki te kore ngā amuamu e tutuki ai i ēnei herenga, kāore e uru ana ki te hātepe amuamu o te BSA, ā, ka taea e ngā kaipāpāho te aro atu hei whakahoki kōrero noa iho.

Nā te mea, he tari kāwanatanga mātau e mahi ana i ngā take mō te wātea ki te kōrero, e uaratio ana e mātau te whakahoki kōrero. Heoi anō, e kore rawa ngā whakakau whakakino ki ngā kaimahi BSA – pērā i ngā kōrero whakamanioro, i te whakaparanga rānei me te whakatīwheta – e tika, ā, ko te putanga pea ka kore te Mana e whakatau i tō amuamu.

Ngā Kaipāpāho

Te Mauhanga i ngā Pāpāhotanga:

Ki te puta he amuamu, ka āwhina te āhei ki te mauhanga i ngā kaipāpāho ki te kōkiri i ō rātau whakaaro, ā, ka mārama tika te BSA ki ngā kōrero, horopaki me te āhua o te pāhotanga.

Me pupuri e ngā kaipāpāho ā rātau hopunga whakapāhōtanga mō ngā rā 35, neke atu rānei. Mēnā kua tukuna he amuamu mō tētahi whakaaturanga (otirā mēnā e tautuhī ana te kaiamuamu i te whakaaro ki te tuku ki te Mana), me pupuri ngā kaipāpāho i ngā hopunga tae ki te wā:

- i tukuna ki te Mana i te horopaki o te tono amuamu, tērā rānei
- te hipatanga o ngā rā 20 i muri i te rā whakamutunga kia tuku atu i te amuamu ki te Mana (mēnā kāore te kaipāpāho i whiwhi i te whakamōhiotanga o te tukunga o te amuamu ki te Mana).

E wātea ana ētahi atu mōhiohi āmiki mō te hātepe amuamu i runga i tā mātau pae tukutuku.

**MŌ ĒTAHI ATU MŌHIOHIO HAERE KI
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⁶ Kia aro atu ki ngā tepenga rauemi o ngā kaipāpāho, me te wā e whakapaua ana kia kite i ngā ihirangi motuhake, ko te tikanga o te whakatau tata whaitake ko te tautuhī i te wā i roto i te toru hāora, iti iho rānei. Heoi anō, he iti rawa pea te whakatau tata whaitake o te wā mēnā he uaua rawa te kite i te ihirangi (arā, he kōrero kotahi, he kupu kotahi rānei).