

NEW ZEALAND

DB Breweries distances itself from Julian Batchelor 'Yeah, right' billboards

7:49 am today

Share this     

By Troels Sommerville of 



A Stop Co-Governance sign on SH6 between Renwick and Havelock mimicking the famous Tui beer billboards. Photo: Stuff / Anthony Phelps

DB Breweries is distancing itself from anti co-governance billboards popping up on roadsides using the "Yeah, right" format made famous by their long-running Tui campaign.

Sporting slogans like "Co-governance is in the Treaty" and "No cultural group receives special rights in NZ" both followed by "Yeah, right", the billboards have been erected by activist Julian Batchelor.

They have only appeared in pockets, but after the signs were brought to the attention of the brewery, a spokesperson said "we don't have any connection to the ads or messaging represented in the ads".

"We have recently been informed about the use of our Tui billboard format in these ads, and note that we are taking steps to contact the people and organisations involved regarding this content," she said.

She would not say if they would be claiming any copyright or trademark infringement, which they have done in instances of people using the look-alike signs in the past.

But Batchelor, a real estate agent-cum-activist, said DB had asked him whether he had the right to use the "Yeah, right" catchphrase, but he wasn't backing down.

"We're asking them to prove they have the copyright on those words," he said.

He said he would be keeping the signs up, with "about 80 up around the country [already] and they're going up every single day".

"They're actually fun," he said. "I believe humour is a great way to get across a message."

Begging to differ about how fun the signs are is Dan Lander from Rongomou Community Action, a Taranaki-based grassroots movement committed to Māori representation.



Dan Lander (centre) is part of Rongomou Community Action and brought the signs to DB's attention. Photo: Stuff / Anthony Phelps

He alerted DB to the signs after he saw the billboards on Batchelor's website.

"We're not against the conversation about co-governance, but my feeling is that the way the Stop Co-governance crowd is going about it is aggressive, it's unhelpful, it's divisive.

"And my questions to DB is: Does DB want to be aligned with a conversation like that?"

Batchelor has run into opposition while touring his Stop Co-Governance roadshow around the country, where he has been met by protesters and venues have cancelled bookings.

He even ran afoul of the Electoral Commission, which is now investigating whether a widely distributed pamphlet he made might have constituted a breach of the Electoral Act.



Photo: Stuff / Anthony Phelps

Speaking at a meeting in Picton in July, he said his group had been "cancelled out of buildings all around the country".

"You'd think we're the villains, but we're the good guys fighting for democracy."

Despite that, Lander and his group asked Batchelor to break bread with them and discuss his position on co-governance.

He did not take them up on their invite.

This story was first published by [Stuff](#).

Share this     

Copyright © 2023, Radio New Zealand

Subscribe to RNZ's Daily Newsletter. Email address: SUBSCRIBE. View latest newsletter.

NEXT STORY IN NEW ZEALAND

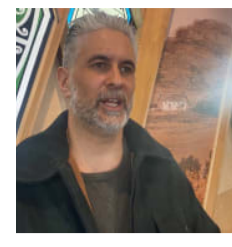
Cancer travel programme falling short - 'It's stopping people from accessing treatment'

RELATED STORIES

Cathedral to host 'Super-Awesome Origin Story of Co-Governance' talks

10 Aug 2023

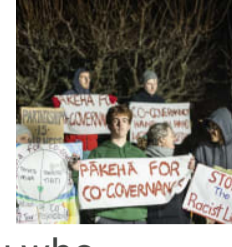
The organiser of a series of talks about co-governance says he wants to dispel needless fears around the issue.



Māori refused entry to Stop Co-Governance meeting

22 Jun 2023

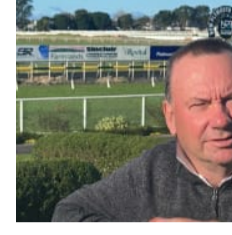
A Te Taihū iwi member who tried to enter an anti co-governance meeting in Blenheim was stopped at the door, as were other whānau who showed up.



Racecourse scratches anti-co-governance meeting

25 Jul 2023

New Plymouth's racecourse has refused a bid from Stop Co-Governance to hold a meeting at the venue this weekend because of safety worries.



Police deny anti-co-governance speaker's claims protesters are buying guns

25 Jun 2023

Invercargill's mayor has thrown his weight behind a controversial anti-co-governance speaker, while police say one of the speaker's messages - that people are arming themselves - is untrue.



Co-governance at the coalface

27 Mar 2023

Co-governance is alive and well in many organisations across the country - how does it actually work? (AUDIO)



 Listen 22' 02" | [Add to playlist](#) | [Download](#)

NEW ZEALAND

- DB Breweries distances itself from Julian Batchelor 'Yeah, right' billboards
- Cancer travel programme falling short - 'It's stopping people from accessing treatment'
- The finest spots to do the dishes or brush your teeth in Aotearoa
- Hair it is, mate - Who will be the king of the mullet?
- 'A house I can't live in': Flood-damaged home owner asked to pay rates
- Fears Christchurch's Cardboard Cathedral could be turned into a pub if sold

Get the RNZ app for ad-free news and current affairs. Download on the App Store or GET IT ON Google Play. Shows app interface on two phones.

TOP NEWS STORIES

- Recap Rugby World Cup updates: France vs All Blacks
- DB Breweries distances itself from Julian Batchelor 'Yeah, right' billboards
- Cancer travel programme falling short - 'It's stopping people from accessing treatment'
- A rescue centre for lambs - 'where there's a heartbeat, there's hope'
- 'Brilliant partnership': Conway, Mitchell smash tons as Black Caps seal big win over England

SUBSCRIBE

Subscribe to RNZ's Daily Newsletter

Email address: SUBSCRIBE

[View latest newsletter](#)

 [New Zealand RSS](#)

 [Follow RNZ News](#)

RNZ STATIONS

- National
- Concert
- RNZ Pacific
- Parliament - live stream

LATEST & POPULAR

- Latest audio
- Popular audio
- Latest video

HOW TO WATCH & LISTEN

- Audio help
- Radio
- Follow our podcasts
- Sky, Freeview & Satellite
- YouTube
- RNZ apps for iPhone and Android
- RNZ Flash Briefing for Amazon Alexa
- RNZ News for Google Assistant

ABOUT RNZ

- About
- Contact
- Formal Complaints
- Media Releases
- Awards
- Jobs
- RNZ Your Media Matters
- Local Democracy Reporting
- RNZ Commissioning

JOIN & FOLLOW RNZ



Sign up to RNZ Newsletters