

Home » Sport » Breaking News » Article

'Misleading' Souths ad won't cost Morris

March 2, 2006 - 9:10PM

Peter Holmes a Court will not take legal action against Henry Morris despite claims one of his anti-privatisation advertisements contained 13 factual errors.

Morris, former Souths Juniors boss, took out an ad in the Daily Telegraph on February 13, pointing out some of the "vital flaws" in the full privatisation proposal.

Holmes a Court's legal team sent a letter to Morris last week asking for the errors to be corrected.

"It contained a range of factual errors," said Holmes a Court's lawyer, Tim Allerton.

"We've sought to give cooperation in ceasing to publish false and misleading information through advertising."

While Morris is unlikely to publish a correction, he said he was in the process of working through some of the points of contention with Holmes a Court.

"I agree with some objections in the paper, of course," Morris said.

"Peter is working through them with me.

"Peter and I are working through some of the fears I had in the ad."

Amongst the points of contention was "how or when the money is to be paid", the first issue raised in the full-page advertisement.

Holmes a Court's legal team said the money would be "paid in cash, through the purchase of shares in the company which is being created".

Another assertion in the ad was the lack of a business plan or budget forecast. However, the claim was rebuffed in the letter to Morris:

"Under business plan and budget in clause 1.1 of the deed, it was made clear the development and approval would be the responsibility of the football club once it has been reconstituted if the proposal is approved by members," the letter said.

"The new business plan will be rightly created by the new directors and management of the club ..."

The letter also denied claims the offer was not a market price.

© 2006 AAP

Brought to you by 

Free home delivery and a chance to win a \$16,500 Galapagos adventure*

Staff Profiles

Tim Allerton: Managing Director

BACKGROUND: Financial journalism
 Corporate and public relations
 Television and video production
 Management
 Marketing
 Media training

1980: Bachelor of Arts degree - University of NSW.

1980-81: Senior journalist with B&F Magazine - Australia's largest media, marketing and advertising magazine.

1981-83: Reporter with the Australian Financial Review, covering technology, marketing, investment and communications.

1983-86: Senior finance journalist with The Australian, covering industry and finance, the sharemarket and marketing.

1986-90: Founding producer for Network TEN's Business Week program with Broadcast Australia Ltd.
 Became executive producer of the program, and its successor The Walsh Report.

1990-91: Handled the corporate and public relations for the TEN Network and Broadcast, covering all aspects of lobbying, investor relations and print coverage.

1992: Established City Public Relations