



Case Report

1	Case Number	0007/15
2	Advertiser	Dept of Premier QLD
3	Product	Community Awareness
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	28/01/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a day in the life of four hard-working Queensland Government front line staff—a train driver, nurse, police officer, and teacher—revisiting each at various parts of their day. A female voice over explains the improvements to public services, with figures superimposed.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I would like to draw your attention to an ad by the Queensland Government. The ad gets the message over to the listener but also sends a not too good one also.

The mother goes to work as a nurse helping people and the workforce is kept alive. The mother leaves early morning while still dark leaving her baby in a cot with a goodbye from her. Yes, she says goodbye but the baby has a teat bottle with milk in it in the cot.

I feel this is not a good message to mothers who work as not to leave a baby with a bottle alone in a semi dark room, let alone go to work.

Young mothers need guidance and this is not the thing to do let alone with government's approval.

I hope you will take a look at the ad and may be first take out that section.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The intent of the television advertisement was to show the broad cross-section of Queenslanders who work to deliver public services for our state.

The intent of the advertisement was not to portray a child in an unsafe situation. We appreciate the implication that the child's other parent or carer was in the home may not have been clear as it was not featured in the advertisement. This was not included because it was not central to the advertisement's message.

This feedback is being taken on board for future reference.

The advertisement is no longer running on television.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concern that the advertisement depicts a baby left alone in its cot with a bottle which is contrary to prevailing community standards on health and safety.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted that the advertisement highlights the roles played by public servants in Queensland and that the opening scene shows a female nurse kissing her young child before leaving for work.

The Board noted the complainant's concern that the child is a baby in a cot. The Board noted that this scene is very brief but considered that the child appears to be a toddler and appears

to be laying in a bed not a cot.

The Board acknowledged the important health and safety concerns surrounding a young baby being left unsupervised with a bottle but considered in this instance the child is not a baby and is shown to be capable of holding a bottle and feeding itself. The Board noted the complainant's concern that no other carer is shown for the child but considered that in the context of a brief scene aimed at giving a quick back-story to the nurse who is being focussed on, this depiction of a toddler apparently in a bed on its own does not suggest that no other adult is nearby and does not depict, encourage or condone leaving a young child without appropriate adult care.

The Board considered that the advertisement did not depict material contrary to prevailing community standards on health and safety.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.