



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0008-21
2. Advertiser :	Australia Post
3. Product :	House Goods Services
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	20-Jan-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement has a 30second and 60second version and features a cockatoo being destructive to a family's outdoor Christmas tree. A young girl has decorations delivered, and then uses a ladder to place a box with decorations in a tree for the cockatoo.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

The ad shows a young girl climbing the branches of a MASSIVE tree, without any assistance or safety equipment. It places this young girl in a very dangerous situation and may encourage other children to do the same.

THE ADVERTISER'S RESPONSE

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



Thank you for your notice of complaint received by Ad Standards about an Australia Post advertisement.

The advertisement, of which a script is attached, ran in the leadup to Christmas and reminded viewers that Christmas is indeed a time of giving and one in which people should 'Spread the Merry'.

The ad highlights how small acts of kindness can help in bringing people together during the holiday, telling the story of a young girl named Audrey trying to make Major, a cockatoo, feel less lonely with help from her local postie Kevin.

It is a modern Australian Christmas story, told through the eyes of an inventive young girl whose kindness helps a cheeky bird find its place in the world.

It is community focussed, light-hearted, optimistic and warm, and showcases the diversity of Australia and the inclusiveness of our brand – aiming to inspire Australians to reach out to others, build connections and get in touch.

Specifically, to the issues raised under 2.6 of the AANA Code of Ethics (the Code), we disagree with the complainant's view, and firmly believe the ad does not raise any Health and Safety issues.

To this, and the actual perception of risk in the specific scene, the presence of the Grandmother gives context to the position of the ladder's base and makes it clear that she is not too high off the ground.

Further, the presence of the grandmother underscores the provision of adult supervision.

Please also note that there was a Safety Officer present throughout the shoot, as well as the child's parent and a management nurse, and various safety precautions were taken.

The ladder was short, and the child never climbed more than 3 rungs from the ground (approx. 1 metre).

We see no issues whatsoever regarding 2.1-2.5 and 2.7 of the Code.

The ad has been very warmly received by the Australian community and in December, Cubery, the advertising and product development research specialist, in releasing its annual review of Australian Christmas advertising, found Australia Post – for the second year in a row – to have the most effective Australian ad.

Australia Post prides itself on safety in all that we do, and our advertisements are a natural extension of that.



THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether the advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement shows a young girl climbing the branches of a large tree without any assistance or safety equipment.

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

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted that the young girl is in the tree in order to hang Christmas decorations for the cockatoo.

The Panel noted that both versions of the advertisement show the girl using a ladder, with her grandmother holding the ladder and saying "watch your step" as the girl begins climbing the ladder.

The Panel considered that it is unclear how high the girl climbs. The Panel noted that the end scene of the advertisement shows that the whole tree has decorations, including some that are quite high (two storeys), however considered that this imagery is clearly not intended to suggest that the young girl hung all the decorations.

The Panel considered that most members of the community would not consider a child climbing a ladder with adult supervision to be unsafe, and considered that the advertisement does not encourage or promote that children obtain access to or use ladders without supervision.

Section 2.6 conclusion

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

Conclusion

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