



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0026-22
2. Advertiser :	Legrand T/A HPM Electrical
3. Product :	Hardware/Machinery
4. Type of Advertisement/Media :	Radio
5. Date of Determination	2-Feb-2022
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This radio advertisement features the voiceover "This summer, we will DIY. We'll do it to make our homes more functional and more comfortable. We'll DIY with HPM, the electrical brand trusted by Australians for over 70 years. From upgrading lights to child-proofing powerboards, improving the workshop and cooling your home, DIY with HPM. Quality electrical products that you can trust. HPM, a brand of Legrand, at leading hardware stores. Head to hpm.com.au to DIY this summer."

THE COMPLAINT

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

Advertising that people can perform DIY electrical work – may be misleading to unlicensed people (not to mention potentially dangerous/fatal). It suggests that people can use replace electrical products as DIY work. Electrical work should only be performed by licenced electrical workers

THE ADVERTISER'S RESPONSE



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

Based on the nature of the complaint we believe the complaint relates to health and safety clause 2.6.

HPM distributes a range of electrical products which are DIY and available in hardware stores. Products considered DIY do not require wiring and are plug and play. These products include power boards, charging products, extension leads, wireless accessories for ventilation/fans/ wiring devices, DIY garden lighting range, most down lights and some outdoor lighting.

All HPM products which are not plug and play/DIY have feature a warning on the packaging and on the included data sheets which advise 'installation should be carried out by a licensed electrician only.' HPM does not support any electrical work being carried out by non-qualified individuals'

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 suggests that people can perform DIY electrical work which could be dangerous or fatal.

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 a significant portion of electrical work should be undertaken by a licensed electrician and that suggesting that people attempt to perform electrical work themselves is unsafe.

However the Panel considered that some tasks, such as changing lightbulbs or some light fittings, and the tasks mentioned in the advertisement, can be done by unlicensed individuals. The Panel noted that the advertisement refers to specific tasks, rather than to "electrical work" or similar.

The Panel noted the advertiser's response that any product that should be installed by a licensed electrician has a prominent and clear label on the packaging.

The Panel considered that most members of the community would not consider the suggestion that some electrical work can be undertaken by regular consumers to be unsafe, nor is the advertisement encouraging or condoning unsafe activities.



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.