



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0059/14
2	Advertiser	Surf Life Saving Australia
3	Product	Community Awareness
4	Type of Advertisement / media	Print
5	Date of Determination	09/04/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Image of a beach scene with various people sitting on the sand or swimming in the surf. There are flags and lifesavers and the text reads, "If we can't see you we can't save you".

THE COMPLAINT

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

With all the advertising in public awareness on the risk of melanoma and the importance of covering up, this advertisement seems to flaunt all the afore mentioned safe practice teaching by having adults and children without appropriate sun protection. (Hats, shirts, umbrellas).

THE ADVERTISER'S RESPONSE

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

The advertiser has not provided a response.

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 concerns that the advertisement flaunts safe sun behaviour and is against prevailing community standards on health and safety.

The Board viewed the advertisement and noted that the advertiser had failed to provide a 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 it had previously dismissed a similar complaint about an advertisement featuring children on a beach in case 0119/13 where:

“The Board noted that there is a very strong community concern about sun protection and appropriate measures that should be taken in order to protect children and adults alike from the harmful effects of too much unprotected sun exposure. The Board agreed that it is preferable to show children wearing hats and shirts but considered that there is no suggestion that the children are not being sun safe and that the depiction of children playing on the beach wearing shorts and t-shirts but no hat does not amount to actions that are contrary to prevailing community standards on health and safety.”

The Board noted it had also dismissed complaints in an advertisement featuring various summer time activities (0008/14) where:

“The Board noted that the sun safe message is well known to Australians and considered that it is not an advertiser’s role to actively promote this message so long as they don’t actively discourage it.”

The Board noted that in this instance the advertisement depicts a scene consistent with summer time activities on Australia’s beaches. The Board considered that it is not possible to determine if the people had appropriate sun-screen protection and whilst it would be preferable to show every beach goer wearing hats and shirts and sitting beneath umbrellas as previously noted it is not this advertiser’s role to promote the sun safe message.

The Board considered that in this instance the advertisement does not depict any 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 complaints.