



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 :	0097-21
2. Advertiser :	Northern Territory Tourism
3. Product :	Travel
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	28-Apr-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a woman in a yellow dress approaching and hugging a small kangaroo.

THE COMPLAINT

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

In the advertisement it shows a woman cuddling a kangaroo. We have been told that kangaroos can be dangerous. My complaint is if visitors think that is ok to cuddle a kangaroo they might try that with a wild one and get attacked and maybe killed. Does anyone check this kind of thing before it goes to air?

THE ADVERTISER'S RESPONSE

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

The complaint is in relation to 2.6 Health and Safety and the belief that the scene of the girl hugging a kangaroo is 'unsafe behaviour', this is incorrect.



This advertisement is promoting travel to the Northern Territory. In the Northern Territory you can interact safely with kangaroos at a number of tourism attractions including the Kangaroo Sanctuary in Alice Springs where this scene was filmed. In this supervised and safe environment kangaroos are rescued and reared until they can be safely returned to the wild or if they are unable to be relocated back into the wild they are looked after for the remainder of their lives at the sanctuary.

Like many sanctuary's, wildlife parks and zoo's across the country the Kangaroo Sanctuary promotes up close and often physical interactions with their animals and as a leading tourism operator the Kangaroo Sanctuary attracts 1000's of visitors from around the world every year, with over 650,000 followers on Facebook and 1m on Instagram. Both of these platforms post content to their large global audience, of visitors having similar interactions with their kangaroos.

With the exception of holding baby kangaroos while feeding them all interactions with kangaroos at the Sanctuary are initiated by the animals themselves and are supervised by Chris 'Brolga' Barns who has been operating the Sanctuary and Rescue Centre for over 15 years. The ad clearly promotes visiting the Northern Territory for a range of tourism experiences and does not promote that people attempt to hug kangaroos outside of Northern Territory tourism experiences.

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 viewers of the advertisement may think that it is safe to hug wild kangaroos.

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 the advertiser's response that there are several tourist attractions in the Northern Territory that enable visitors to interact with kangaroos and that the advertisement was filmed in such a place.

The Panel considered that the advertisement is promoting various Northern Territory tourist attractions and it is reasonable for the advertiser to show imagery of such attractions.

The Panel noted that it would be unlikely for a person to be able to imitate such behaviour with a wild kangaroo. The Panel considered that the advertisement does



not encourage or promote the hugging of wild animals nor would most viewers interpret that as the message of the advertisement.

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.