



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

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Ad Standards Limited
ACN 084 452 666

Case Report

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| 1. Case Number : | 0118-21 |
| 2. Advertiser : | TAFE SA |
| 3. Product : | Education |
| 4. Type of Advertisement/Media : | TV - Free to Air |
| 5. Date of Determination | 26-May-2021 |
| 6. DETERMINATION : | Dismissed |

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a scene of a welder standing below a ship. He is wearing a high-vis jacket, gloves and a face mask/helmet.

THE COMPLAINT

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

Clip of a welder of ship building using an oxy-acetylene torch to icy cut steel. The actor did not wear the correct PPE leather apron to prevent burns to the body area, the correct welding goggles to allow the best vision during the icy cutting action and reducing the incorrect gas flow first.

These action go against the all personal safety checks that would have been completed before commencing any industry task.

The add must be revised as it send the incorrect safety message out to potential and current practicing trades persons. TAFESA should practice material reviews before displaying incorrect and potentially unsafe procedures.

Personal safety is a very important part of anyone's working life, to be safe is to go the extra mile to ensure injuries at work or in the home are kept to a minimum, poorly structured adds just support laziness.



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 correspondence dated 3 May 2021 (case reference number: 0118-21) in relation to an advertisement complaint received from a member of the public.

The advertisement was produced as a series of six television commercials for the 2020/21 Student Recruitment Campaign for TAFE SA.

The TVC featured an actual TAFE SA student at his workplace demonstrating tasks at a shipyard, where the student works, representing skills as a welder would undertake in a workplace setting. This TVC was produced to promote and build awareness to prospective students in Defence Industries, showcasing an Apprenticeship Pathway.

Extensive consultation was sought when producing this TVC to ensure all safety and current practices were carried out representative of the actions of a welder. The Workplace Manager and TAFE SA Education Lecturers were consulted prior to filming to ensure all safety procedures were represented correctly and accurately in the storyboard scenes, in addition, the Workplace Manager was also present at the filming to ensure all personal safety was carried out in relation to the tasks being represented.

Please note the TVC will no longer be aired post 30 June 2021 due to the campaign ending on 30 June 2021 across all media channels.

We appreciate this may raise questions and require further clarification, and we are here to assist.

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 depicts a man welding while not wearing the correct PPE, namely a leather apron and welding goggles, and did not show the man to reduce the gas flow of the welding torch.

The Panel noted that the complainant was quite specific in their description of the advertisement and appeared to be a part of the advertised industry. The Panel noted that it is not a technical body and that it assesses an advertisement based on how a general member of the community would view it.

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 Practice Note to Section 2.6 which states:

“Images of unsafe driving, bike riding without helmets or not wearing a seatbelt while driving a motor vehicle are likely to be contrary to prevailing community standards relating to health and safety irrespective of whether such depictions are for the product/service being advertised or are incidental to the product.”

The Panel first considered the complainant’s concern that the man in the advertisement does not reduce the gas flow of the welding torch.

The Panel noted that the man is only shown to light the torch, not use it, and considered that not depicting him reducing the gas flow is not unsafe as he did not use the torch.

The Panel then considered the complainant’s concern that the man is not wearing appropriate PPE.

The Panel noted that the following considerations relate to the centre man in the advertisement. The Panel noted that two men using equipment are shown in the background of the advertisement however considered that their appearance is dark and unclear and the Panel considered that it could not make out specific details and therefore considered that it could not be determined their depiction is against prevailing community standards on health and safety.

The Panel noted several workplace health and safety documents regarding welding and noted that the guidelines do not specifically refer to individuals wearing a leather apron or particular goggles, rather the guidelines recommend appropriate clothing and eye protection broadly.

The Panel noted the SafeWork SA guidelines:

| PPE type | Hazards | Recommendation |
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| Eyes, face and head protection (e.g. goggles, helmets, hand shields and protective filters) | Light, radiation, burns from hot debris and sparks | Workers should always have their eyes, face and/or head protected whenever they are welding. For further information see: AS/NZS 1338: (set)1 Filters for eye protectors, AS/NZS 1338.1:2012: Filters for eye protectors - Filters for protection against radiation generated in welding and allied operations and AS/NZS 1336:2014: Eye and face protection— Guidelines and AS/NZS 1337.1:2010: Personal eye protection: Eye and face protectors for occupational applications. |
| Clothing (e.g. flame | Heat, ultraviolet | Avoid clothing which has the potential to |



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| resistant long sleeved shirts, long trousers, aprons and leather spats) | light and burns from hot debris and sparks | capture hot sparks and metals, for example in pockets or other folds. Clothing should be made of natural fibres. For further information see: AS/NZS 4502: (series) Methods for evaluating clothing for protection against heat and fire. |
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The Panel noted that while leather aprons are a common item worn by people when welding, it is not a specific requirement. The Panel noted that the man is wearing a heavy high-vis jacket over another shirt and considered that this item of clothing would be likely to be considered to meet the above requirements.

The Panel noted that the man is wearing a welding helmet which he lifts in order to look at the camera, showing that he is also wearing a pair of clear safety glasses. The Panel considered that such head-wear would be likely to be considered to meet the above requirements.

The Panel noted that the man appears to be wearing only one glove, however considered that this is not the focus of the advertisement and unlikely to be considered by most members of the community to be promoting unsafe workplace practices.

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.