



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

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

| | | |
|---|-------------------------------|-------------------|
| 1 | Case Number | 0323/18 |
| 2 | Advertiser | Leisure Pools |
| 3 | Product | Sport and Leisure |
| 4 | Type of Advertisement / media | Radio |
| 5 | Date of Determination | 25/07/2018 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features the voice of a child saying 'do a dive dad' followed by the sound of splashing water and information about the business.

THE COMPLAINT

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

I'm not sure who approved the script for 'Leisure Pools' latest radio advertising campaign but one of the lines chosen is extremely irresponsible.

The line I'm referring to is - "Go on Dad, do a dive!" - said by a child along with giggling & water splashing sound effects.

There's not a single domestic swimming pool in this country that's deep enough to safely 'dive' into head-first.

Water-related spinal cord injuries account for about 10% of all accident-related cases of paraplegia & tetra/quadruplegia in Australia.

Perhaps a less controversial line would have been "Go on Dad, do a bombie!" or "Go



*on Dad, do a cannon ball!" or to be ultra safe,
why encourage anyone entering the water in an uncontrolled manner at all?
Surely a swimming pool company has a moral & ethical responsibility to not promote
such reckless behaviour?*

THE ADVERTISER'S RESPONSE

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

We are very sorry to hear that someone has an issue with our commercial. After reading the complaint it seems to me it relates specifically to the sound effects at the beginning of the commercial and the fact that the Dad is encouraged to do a dive. While diving, jumping or flopping into a pool could potentially be dangerous we don't feel as though our commercial encourages people to undertake risky behaviour. The commercial was written and produced by the creative team at the Australian Radio Network and the reason they included this sound effect was simply to encourage people to imagine enjoying their own swimming pool. We don't ask car manufacturers to not include sound effects of cars speeding, revving or going fast in their commercials because of the risks associated with speeding so the team and I fail to see how this situation is any different.

THE DETERMINATION

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

The Panel noted the complainants' concerns that the advertisement suggests unsafe behaviour.

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

The Panel noted that the radio advertisement features the voice of a child saying 'do a dive dad' followed by the sound of splashing water and information about the business.

The Panel 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 Panel noted the complainants' concerns that the advertisement encourages people to dive into a backyard swimming pool which is unsafe.



The Panel acknowledged that pool safety is an important issue in the community, and that there is significant community concern around this subject.

The Panel considered that the advertisement featured a family having fun in their backyard pool and considered that from the audio of the advertisement they would be familiar with the features of the pool and its depth.

The Panel considered that it was reasonable for an adult to dive into a pool when he is aware of and familiar with the depth and shape of the pool, and that most members of the community would not consider this situation to be unsafe.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on water safety. The Panel 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 Panel dismissed the complaints.

