



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0349-20
2. Advertiser :	Beachport Caravan Park
3. Product :	Tourist Attractions
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	25-Nov-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement begins with a scene of a person's bare feet on the dashboard of a car as it drives into town. Further scenes show attractions of the town and the facilities of the advertised caravan park.

THE COMPLAINT

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

Passenger has feet on dashboard in car, dangerous practice.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.



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 concerns that the advertisement depicts a person with their feet on the dashboard of the car and that this is dangerous.

The Panel viewed the advertisement and the noted advertiser did not respond.

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted that although road safety authorities recommend that you do not put your feet on the dashboard when traveling as a passenger in a car due to the increased likelihood of injury should the car be involved in an accident, this is not an offence under any driving rules and regulations in South Australia or elsewhere in Australia.

The Panel considered that the depiction of the person with their feet on the dashboard was a very brief scene (less than two seconds) at the beginning of the advertisement and that most members of the community would interpret the scene as one of a relaxed passenger and not as an encouragement to copy their actions.

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.