



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0354-21
2. Advertiser :	BCF
3. Product :	Sport and Leisure
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	19-Jan-2022
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a person holding a chainsaw, wearing gloves and safety goggles. A group of people are seated along a row of tables either side of him. He sings, "If you're hosting Chrissy this year, then you can't beat this place, The biggest tree, hundreds of lights, a massive dining space. Christmas in the outdoors, is BCFing, BCFing Fun. Hey."

He uses the chainsaw to cut the roast pork, splattering the man next to him with bits of pork.

THE COMPLAINT

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

Health and safety. Specifically, using a chain saw at a BBQ table to cut up a ham and swinging it around people at the table. Sending very poor messages about using a very dangerous (when used incorrectly) piece of equipment.

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 notification of a complaint raised under the AANA Code of Ethics\2.6 Health and Safety\Unsafe behaviour.

We intended the Christmas commercial to be jovial and playful, in the style of parody Christmas sitcoms and movies. And while it appears as one shot, it was shot in two passes and composited to look like the cast were sat together at the table.

Along with this precaution our safety officer and props manager took the following measures to ensure complete safety during the filming of this commercial.

- *The cast operating the chainsaw was given a full safety induction on the safe operation and use of the chainsaw by the Safety Officer and Standby Props.*
- *The cast was given adequate time to become familiar and competent with the safe use of the chainsaw prior to rehearsing and filming.*
- *The chainsaw was used as per manufacturers specifications.*
- *The hero cast did not start the chainsaw, it was started by the Standby Props and handed over to the cast with the front safety guard still on to prevent the chain from rotating until required. When the shot was complete the cast placed the safety hand guard back on to ensure the chainsaw blade could not rotate.*
- *The Hero cast wore the following PPE as follows:*
 - *Eye protection (googles or glasses)*
 - *Hearing protection*
 - *Gloves*
- *When the hero cast does cut the ham NO cast/extras were present at the picnic table. The shot was done using 'split screen' in two passes to protect the health and safety of the crew.*

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 using a chainsaw at a BBQ table to cut up a ham and swinging it around is unsafe and that the advertisement promoted unsafe behaviour.

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

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

The Panel noted the Practice Note to the Code which states:



“Advertising which demonstrates the unsafe use of machinery, even when not the focus of the advertisement, is likely to be seen as unsafe and against prevailing community standards on health and safety.”

“Advertisements which feature exaggerated or fantastical elements, which are unlikely to be seen as realistic by the relevant audience, are unlikely to be found to be encouraging or condoning unsafe behaviour.”

The Panel noted that the man in the advertisement does appear to use a chainsaw to cut a ham, however considered that he is not shown to swing it around or engage in any other activity. The Panel noted that the man is wearing safety glasses and safety gloves, however no other person in the advertisement has similar protective equipment.

The Panel considered that the act of using a chainsaw to cut up a ham for Christmas while closely surrounded by others is inherently unsafe and against the recommended use of such a product, and noted the advertiser’s response that the cutting of the ham was filmed separately to ensure the safety of participants.

However, the Panel considered that the advertisement is highly exaggerated and unrealistic and is clearly intended to be fantastical. The Panel considered that most members of the community viewing the advertisement would be unlikely to find it to be suggesting the behaviour is desirable or to be encouraging or condoning such behaviour.

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.