



Case Report

1	Case Number	0379/14
2	Advertiser	Evocca College
3	Product	Education
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	24/09/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features two young males jumping from a jetty into a body of water. The advertisement is filmed in black and white and includes text that reads: "it's time to let go of the things that hold you back", "open your eyes to opportunity" and "imagine something better for yourself."

THE COMPLAINT

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

I think it is promoting young people to jump into dams / rivers - you just do not know what is under the surface. There have been incidents of people of breaking legs, necks and worse case causing death - I lived in country Victoria for a period of time and the advertisements would be condemning this. Whenever I see or hear the music for this ad I walk away / turn channel. The other ads for the college are great but not this particular one.

THE ADVERTISER'S RESPONSE

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

The imagery showing the boys jumping from the jetty is a literal representation of the campaign strategy “Be inspired to take the path to a better you” for Evocca College. It is a literal representation of taking the leap combined with messaging to inspire the viewer. It is not the intention to encourage dangerous behaviour. This message has been made clear in all campaign executions. All precautions were taken in the filming of this advertisement and CAD approved and rated it PG accordingly.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement depicts a young man jumping in to water which is potentially dangerous and could encourage others to copy. The Board viewed the advertisement and noted the advertiser’s response.

The Board 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 Board noted the advertisement features a young man jumping off a jetty into a body of water.

The Board noted it had previously dismissed a similar complaint about a woman diving in to a river in case 0355/12 where:

“The Board noted that the woman in the advertisement is portrayed as a competent diver and that she is shown emerging from the water after her dive. The Board noted the complainant’s concerns regarding the dangers of diving in to water without knowing what is beneath the surface and considered that whilst this is a relevant concern, in the Board’s view there was nothing in the advertisement to suggest that the area had not been thoroughly assessed prior to the woman diving in to the water. The Board noted that the advertisement itself had been highly stylised giving the impression that the dive may appear more risky than it actually was.”

The Board noted that there is concern in the community about entering any body of water without checking for dangers and assessing the risks of such activity. Consistent with its determination in case 0355/12, the Board noted that the water shown in the advertisement has a jetty and considered that this suggests that it is purpose built or at least well used by swimmers to enter the water. The Board noted that we do not see the man emerge from the water as the advertisement ends as he jumps in but considered that there is no suggestion that this water is not safe to jump in to or that the man has come to any harm. The Board noted that the advertisement is highly stylised and considered that it depicts a body of water which appears to be safe to use for swimming.

Overall the Board considered that the advertisement did not depict, encourage or condone behaviour contrary to prevailing community standards on health and safety.

The Board 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 Board

dismissed the complaint.