



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	0408/18
2	Advertiser	DIY Resolutions Pty Ltd
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a day in the life of a family kitchen. It begins in the morning with a family preparing breakfast and progresses through day to show scenes of various activities and mishaps that take place in common Australian kitchens.

THE COMPLAINT

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

This add has a little girl speeding through the kitchen on a razor scooter, almost knocking over the mother. I have seen other adds (which at this stage do not come to mind) having kids run or playing in a kitchen. This subconsciously entire a message that makes it OK, and safe to play in kitchens. Kitchens are dangerous places for children. I constantly am telling adults and my grandchildren not to run or play in kitchens. If you have ever seen a child scalded from a spilt pot it is life lasting. I feel children running or playing in or through a kitchen sends a bad safety message (OH&S)



THE ADVERTISER'S RESPONSE

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

At kaboodle we share the complainant's concern over the safety of children, not just in kitchens, but indeed in every area of the house. That is why our business ensures that every element of our construction meets and often exceeds Australian safety requirements. It's something we take very seriously, which is demonstrated through our product's solid construction, fixing methods and overall structural warranty.

To the complaint at hand; as with nearly every contemporary kitchen newly constructed in Australia, they are almost always adjoined to the living areas of modern Australian homes. 'Open plan living' is the common parlance used to describe this highly sought after living format.

Naturally this makes it nearly impossible to segregate family members from areas that some consider 'hazardous', and of course it is up to every safety conscious Australian to protect children, and adults, accordingly in those areas.

This is precisely why we refrained from showing families boiling water while children use their toys in the vicinity. That would indeed be irresponsible as the complainant suggests.

Instead, we showed an Australian mother, about to serve up a plate of food that represents no danger to the child, who is then surprised by the unexpected arrival of the child on what is perhaps one of the most common toys found in Australian homes today; the scooter. We also note the child is wearing a safety helmet whilst playing on the scooter, seemingly having arrived from playing outdoors.

Dropping a plate of food is perhaps the most common kitchen mishap imaginable, and in our view, is representative of everyday life for families. Once again, we were sure not to represent a dangerous item being held by the mother, such as a pot of boiling water as the complainant suggests, nor any dangerous items on the benchtop that could lead to injury of the child, or mother, during the encounter.

As to the other many possibilities that can happen in a family kitchen, where kids and family members intersect in what is the rough and tumble of family life, the commercial in question, in our view, does not at any point, demonstrate or exhibit deliberately dangerous or uncommon behaviour.

THE DETERMINATION



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

The Panel noted the complainant's concerns that the advertisement features unsafe behaviour.

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

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 advertisement features a family in the kitchen at various points throughout the day, including a scene where a young girl rides her scooter through the kitchen, surprising her mum who is shown to drop a plate.

The Panel noted the complainant's concern that the advertisement gives the message that it is OK to play in kitchens, which is unsafe.

The Panel noted the advertiser's response that the advertisement is representative of life in everyday families and does not show any behaviour that is unsafe.

The Panel considered that that the depiction of a child riding a scooter through a kitchen is consistent with the message of the advertisement that kitchens are a family space where accidents and mess can happen.

The Panel considered that the kitchen is depicted as part of an open-plan design, and it appears as though the young girl may have just come in from outside.

The Panel considered that the advertisement does not depict the child engaging in any activity that is clearly unsafe, or that could lead to injury of the child or anyone else.

The Panel considered that most members of the community are unlikely to find that the advertisement would encourage other children to ride scooters through kitchens, rather they would understand that the message of the advertisement is that a busy family space is an example of everyday life in a family home.

In the Panel's view most members of the community would be unlikely to view this advertisement as promoting unsafe behaviour.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and 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 complaint.

