



Case Report

1	Case Number	0426/12
2	Advertiser	Narellan Pools
3	Product	Leisure and Sport
4	Type of Advertisement / media	TV
5	Date of Determination	14/11/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Unsafe behaviour

DESCRIPTION OF THE ADVERTISEMENT

A Narellan employee talks about the wide range of pools available from Narellan Pools and we see people using their pools as well as images of different styles of pools. In one scene we see a young girl hopping across stepping stones which form part of the edging of one of the pools.

THE COMPLAINT

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

Firstly, I have no complaint with the Pool Company itself. The 'content' of the commercial gives the wrong impression to children when playing around a swimming pool.

The particular ad show a young girl, approx. 10 years old, happily skipping over some tiles which are right next to a swimming pool, then jumps into the pool from the tiles (that is not shown in the ad but IS shown on their website).

This gives the 'wrong' impression that playing, running or skipping around a swimming pool is acceptable!! On the contrary, I have always been told NEVER to skip, run, jump, or play anywhere near the edge of a swimming pool or anywhere near a tiled area of a pool!!

I may be wrong. That's fine, too. I would have a coronary if I saw my 2 grandchildren skipping over tiles near a pool!!!

I have contacted Narellan Pools via email but have not received any feedback from them. I had seen this commercial several times before this but saw it again this morning as stated

above.

She does only skip over 2-3 tiles but I feel that if she had slipped she could have cracked her skull or broken an arm. This gives the wrong message to children who happen to be watching the commercial.

Don't get me wrong, I have nothing against Narellan Pools as such, but I think they should have thought this out a bit more before putting this to air.

Kids 'copy' what they see on television.

THE ADVERTISER'S RESPONSE

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

At Narellan Pools we believe in delivering families throughout Australia and across the world with special moments and memories of family fun in our swimming pools. All our branded and advertising materials focus on being family friendly and portraying a natural, healthy family environment.

In our TV commercial, we show different types of family enjoyment that can be experienced by owning a swimming pool. The complaint refers to a scene 2 seconds into the ad where an approximately 10 year old girl skips on two pavers. (The scene lasts for 1.5 seconds)

The ad is rated G, with CAD approval GWN07LOA

Narellan Pools acknowledges that the girl skips/steps across two pavers; however, we do not see that this is in conflict with the ASB Code of Ethics Section 2.6.

Narellan Pools is an advocate for pool safety and in particular children's pool safety. The first section of our Pool Owner's manual is dedicated to pool safety and states that children must be supervised in the pool at all times. All our pools have a child safety ledge around the perimeter and we only recommend to use out-door non-slip pavers around the wet area of a pool. We supply all our pools with a pool safety poster to be installed within the wet area. In our 40 years of doing business many franchisees have supported and sponsored local children's charities because we are committed to children's safety both in and around swimming pools.

There should never be any running or diving in or around backyard pools, especially unsupervised. In the scene in question, the girl makes a careful skip/step across the pavers, she is not engaged in any rowdy playing activities.

Narellan Pools believes in healthy development for children in an outdoor environment. We believe that our ad portrays these family moments where children of all ages are engaged in physical activities in a safe environment.

Narellan Pools has been in business for over 40 years and we live by our vision of delivering the world's best and most loved pools, our values of community, integrity, passion, pride and celebrate, are all aimed at building trust in the Narellan Pools brand. We take pool safety very seriously, whilst still wanting clients to identify with the experiences they will enjoy in their family swimming pool. We filmed many scenes of family fun and did not believe that any of them portrayed unsafe imagery as this would very much go against our brand integrity and our company values.

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 concerns that the advertisement depicts a young girl skipping over some tiles next to a swimming pool which is contrary to community standards on health and safety.

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 that the advertisement is for swimming pools and that in one brief scene we see a girl skipping across some tiles which form part of a path across a section of a pool.

The Board noted the significant concerns surrounding swimming pool safety. The Board noted the advertiser's response that they always recommend non-slip pavers around their pools and that their Pool Owner's Manual contains information on safe behaviour as well as recommending the close supervision of children by the pool.

The Board noted that the scene showing the girl skipping is very brief and considered that the girl is skipping in a controlled and confident manner and is not presented as being silly or behaving in a manner which would be considered dangerous in the circumstances.

Based on the above the Board considered that this advertisement did not depict material contrary to prevailing community standards on safe behaviour around swimming pools and did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach Section 2.6 of the Code the Board dismissed the complaint.