



Case Report

1	Case Number	0462/14
2	Advertiser	QLD Police Union of Employees
3	Product	Community Awareness
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/12/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Domestic Violence

2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

A female police officer hugs her daughter goodbye then heads to work. We see the police officer and her male colleague attending a 'Code 2' call out where a man is shouting aggressively at a woman. The male police officer takes the man out of the house whilst the female police officer calms the woman down and tries to reassure her that she is safe now. We then hear a gun shot and the man enters the kitchen alone holding a gun. The female police officer pulls out her own gun and points it at the man. A man from the Queensland Police Union appears on screen and says that police officers put their lives on the line to keep the community safe and they are grateful for all support.

THE COMPLAINT

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

It was used by the Police Union to justify the recent shootings of police. This showed a police woman pointing a gun straight at the camera to defend herself from a violent husband. This is not suitable for this time of night and does not best represent the police.

This type of advertising regardless of validity promotes relationship issues from vulnerable women and children towards males.

Maybe the very reason why this male depicted in this advert seems to have lost self control in the first instance.

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

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 complainants' concerns that the advertisement promotes violence and relationship issues between vulnerable woman and children towards men and that the scene showing a gun pointed at the camera is not appropriate for airing on television.

The Board viewed the advertisement and noted that the advertiser had failed to provide a response.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted that the advertisement features police officers dealing with a violent domestic abuse situation and that the female police officer has to pull her gun on an armed male who has just fired his weapon at an undisclosed target. The Board noted that the advertisement is raising awareness of the dangers Queensland Police Officers can face when at work and considered that the scenario depicted told a story in a manner which was not strongly suggestive of violence but which was relevant to the overall message. The Board expressed some concern about the depictions of weapons in the advertisement but considered that overall they were relevant to the message regarding the danger Police Officers can face and that their use in the advertisement was not gratuitous and did not glorify or condone the use of guns. The Board noted that the domestic situation depicted in the advertisement showed a man being aggressive towards a woman and considered that this scenario was used as an example and was not suggesting that all men are violent towards women. Based on the above the Board considered that the advertisement portrays a violent situation in a manner which is justifiable in the context of advertising the services and support provided by the Queensland Police Union to police officers who may be victims of violence. The Board determined that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.