



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0585/17</b>
<b>2</b>	<b>Advertiser</b>	<b>Origin Energy</b>
<b>3</b>	<b>Product</b>	<b>Professional Service</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
<b>5</b>	<b>Date of Determination</b>	<b>24/01/2018</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

## DESCRIPTION OF THE ADVERTISEMENT

The Board noted that this television advertisement features various people in a suburban setting saying that “they’re plumbing the barbie in”.

## THE COMPLAINT

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

*It may give some people in the community the idea that they are able connect their bbq to their natural gas installation, without realising that they would need to convert the bbq from LP Gas to natural gas, this would also lead to the consumer carrying out illegal gas work. All gas fitting work must be carried out by a suitably qualified fitter that holds the appropriate permit issued by EnergySafety WA. If caught or God forbid the work gives rise to an incident, the consumer may be liable to prosecution. No where in the advert is there a comment that the work must be carried out by a licensed gasfitter. This is a complaint for the safety of the gas fitting trade as well as the consumer.*

## THE ADVERTISER’S RESPONSE

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

*In reference to the complaint in regards to Origin's TVC promoting our natural gas offer in WA, at no stage of the ad has Origin shown or directed viewers or listeners to undertake a DIY conversion of mobile BBQ to mains or implied that this task was to be undertaken by anyone other than a licenced gas fitter. At no point do we depict a home owner undertaking gas works. Nor are there verbal cues that the home owner is doing this independent of a licensed gas fitter. Instead the phrase "They're plumbing in the BBQ" is intended to be a reference to getting a licensed gas fitter to do this work. An analogy would be to say that an advertisement for a new car where the advertiser says "Test drive one today" must be accompanied by a statement that the driver must be licensed.*

*We consider that the average viewer understands that there are safety concerns with natural gas and would know not to attempt this kind of work independently. Furthermore, as a practical matter, we think the average viewer would not have the know how to plumb in a BBQ to the mains. Origin sells both natural gas and LPG in WA. Safety is paramount at Origin and on our LPG webpages, we prominently promote the safe handling and compliance with LPG and gas. <https://www.originenergy.com.au/for-home/lpg/using-lpg/safety.html>  
<https://www.originenergy.com.au/for-home/lpg/using-lpg/compliance.html>  
We also do the same for natural gas – reference pages for gas safety below  
<https://www.originenergy.com.au/for-home/electricity-and-gas/info/emergencies.html>*

*Our creative insight for the TVC was that WA has the highest per capita ownership of BBQs. We wanted to give a nod to this WA tradition in our TVC, with neighbours giving off-the-cuff comments on the drilling sound by referring to thinking of having the BBQ plumbed in the mains, given the great deal Origin is offering on natural gas.*

*For future use, we would be open to adding the disclaimer "Work must be carried out by a licensed gas fitter" if this were deemed to be required.*

## **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 implies a dangerous activity which is against prevailing 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 this television advertisement features various people in a suburban setting saying that "they're plumbing the barbie in".

The Board noted the complainant's concern that the end of the advertisement depicts a man indicating that he is himself going to 'I'm going to plumb in the barbie' and that this in fact is an activity that requires a licenced gas plumber.

Graphics and text are displayed promoting the advertised product, followed by a voice over stating “now’s the time to plumb in the barbie”.

The Board noted that there is no actual depiction of the insulation of a BBQ being plumbed and noted the advertiser’s response that for future use they would be open to adding the disclaimer; “Work must be carried out by a licensed gas fitter”.

The Board considered that the proposed revision to the advertisement is sensible, but determined that the advertisement in its current form did not depict or encourage behaviour that is contrary to Prevailing Community Standards on health and safety and 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.