



CASE REPORT

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| 1. Complaint reference number | 103/99 |
| 2. Advertiser | Sunshine Coast Boat Show |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement includes a number of visuals including one showing a person seated on the bow of a speeding boat with their legs hanging/dangling over the front of the boat.

THE COMPLAINT

Comments the complainant made regarding the advertisement included the following:

‘(The advertisement showed) boats on the water with a person riding on the bow with his feet hanging in the water as the boat went along which is illegal. We have enough fools in the water without some one thinking that if they see it on TV they can do it.’

THE DETERMINATION

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

The Board determined that the advertisement did breach Section 2.6 of the Code and upheld the complaint. In the Board’s view, the portrayal (in this advertisement) of a person seated on the bow of the boat with their feet dangling over the front of the vessel depicted material contrary to prevailing community standards on health and safety.

The Board however noted and commended the broadcaster’s prompt response and confirmation, on behalf of the advertiser, that the ‘promotion in question is no longer to be televised and that discussions have been held with the Producer to ensure that the Advertisers Code of Ethics is adhered to in the future.’