



CASE REPORT

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| 1. Complaint reference number | 113/99 |
| 2. Advertiser | Pauline Hanson's One Nation |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6
Other - Causes alarm and distress to children
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens on a scene (shown in black and white) of a little girl screaming running through a wood/forest dressed in her school uniform. The little girl is looking behind her with a terrified expression on her face. A voiceover says, 'If your child or grandchild was kidnapped, raped or murdered would you want the animal who did it to go to jail for just a few years?' The next scene shows a Police 'crime scene'. An officer is covering a small body with a sheet. There is a close up of a little hand sticking out of the sheet. The final scene shows a photograph of the original little girl smiling (also in school uniform) a single red rose has been placed in front of the photograph. The voiceover continues, 'Only One Nation gives you the choice – a referendum on the death penalty.' The final scene shows a One Nation spokesperson standing in front of the 'crime scene' and saying, 'Its time to make the criminals afraid its time to make streets safe for the innocent, its time to vote for One Nation.'

THE COMPLAINT

Comments which some of the complainants made regarding this advertisement included the following:

'I believe this advert far exceeded community standards of decency. It was extremely graphic, shocking, and highly manipulative of emotions and fears.'

'(The advertisement) disturbs and upsets me and could induce someone with those murderous tendencies to go out today & murder children.'

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, while appreciating complainants' personal points of view and circumstances, determined that the advertisement did not contain a specific depiction of violence, would not contravene prevailing community standards on health and safety and did not breach the Code on any other grounds. The Board dismissed the complaint.