



CASE REPORT

- | | |
|-------------------------------|--------------------------|
| 1. Complaint reference number | 118/99 |
| 2. Advertiser | NSW Farmers' Association |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement includes footage of a fire on a farm property. A voiceover says, 'NSW farmers can wait over a year to remove native vegetation from their land' and then as the advertisement shows a clip of people loading the charred bodies of sheep onto farm machinery, '...and while they wait, tragedies like this can happen.' The advertisement then goes on to provide advertiser details.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

'(The advertisement) showed images of a bush fire that was obviously out of control. It then showed images of the after effects of the fire. The farmer had sheep on his property and by the fire, they had been burnt to alive. They then brought out a tractor type machiene (sic) and lifted the lifeless animal – that was all black and still – Into the macheine's troff (sic) type thing. I realise that this was late at night, but I still feel that they need not show such graphic images.'

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 would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.