



CASE REPORT

1. Complaint reference number	15/00
2. Advertiser	Sporting Shooters Association NSW Inc
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts various scenes of people within a shooting club as voiceover says ‘It’s the sport everyone can enjoy. Nearly one million responsible Australians already do. It’s seen us win more medals in world class events than almost any other sport. Shooting – if you’re looking for a new challenge, then join the Sporting Shooters Association today’.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“The use of firearms by the community under the guise of ‘sport’ is something we definitely do not need and it encourages violence ... firearms should be reserved for the military and those who need them, not for so-called sport.”

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the concerns expressed by the complainant/s related more to the general promotion of the sport of shooting than to the content of this particular advertisement. While the Board appreciated the personal viewpoints expressed, it also noted that the advertisement depicted the legal and non-violent participation of people in the sport. The Board, accordingly, dismissed the complaint.