



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 158/01 |
| 2. Advertiser | Australian Manufacturing Workers' Union |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man walking along a pier, off the end of which another man is seen to be drowning in the sea as a voice says ‘Under this Federal Government, 75,000 manufacturing workers have lost their jobs.’ As the voiceover states ‘There’s too much at stake to just walk away,’ the man on the pier looks from the drowning man to a lifesaving buoy, and then walks off. A closing caption reads ‘Spoken by J.Flaus. Authorised by D.Cameron, Australian Manufacturing Workers Union .’

THE COMPLAINT

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

‘I have two small children and don’t want them to witness such a brutal display of violence on another person. My five year old son, who is not usually timid, was reduced to tears watching a man drown in the water with no help.’

THE DETERMINATION

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

While appreciating the viewpoint of the complainant, the Board determined that the advertisement did not breach the Code on grounds of health & safety, violence, or any other grounds. Consequently, the complaint was dismissed.