



CASE REPORT

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| 1. Complaint reference number | 177/03 |
| 2. Advertiser | Buccaneer Pools & Spas |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young boy ‘crocodile hunting’ in the family garden in the manner of a well-known television personality. Creeping up on a swimming pool, he dives in fully clothed to wrestle with an inflatable pool toy. At the end of the advertisement the boy is shown alongside the pool, one foot on the toy crocodile, with a superimposed caption reading: ‘Creating your dream.’ As the boy drags the toy away by the tail, the advertiser’s logo is superimposed.

THE COMPLAINT

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

“Not very good for young children to see the adventure in jumping into a swimming pool and seeing it as a fun thing to do. It’s in very bad taste and (it) would be dangerous for any child to think they can do this.”

“As a grandparent of 5 young children, and (with) the dangers of swimming pools with so many deaths regarding them, I think it’s destructive advertising...”

THE DETERMINATION

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

Noting advice from the advertiser that the material was not being booked for screening during children’s programs, the Board determined that the content of this advertisement did not contravene the provisions of the Code relating to health and safety.

Finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.