



## **CASE REPORT**

1. Complaint reference number	182/00
2. Advertiser	Workplace Safety Board of Tasmania
3. Product	Community Awareness
4. Type of advertisement	Outdoor
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement depicts, on its right side, a man's hand smeared with blood. The third and fourth digits are severed above the lower joints with pools of blood beneath each cut finger. The logo 'Workplace Safe' also appears, above which is printed 'No job is more important.' The left side of the advertisement is captioned, 'Don't worry. It'll be someone else', underneath which is printed 'An initiative of the Workplace Safety Board of Tasmania and Workplace Standards Tasmania'.

## **THE COMPLAINT**

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

*'My younger daughter almost became hysterical at first sighting it. .... Concentrating on the traffic, comforting a distraught child and explaining the rationale behind the billboard could have caused an accident, not prevented one!'*

*'I found the picture very graphic and nauseating.'*

*'Young people should not be exposed to horrific and disturbing images such as this. They are not part of the ad campaign's target audience.'*

*'Surely these more seriously graphic ads belong on corporate videos for workplaces that use machinery/high risk etc., and a "toned down" version for the general public who work in offices?'*

## **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 depiction of the severed fingers within the advertisement, while confronting, did not go so far as to breach the Code on any ground and, accordingly, dismissed the complaint.

The Board noted, however, that the location of advertisements on prominent outdoor sites effectively placed them on general exhibition to the public at large and was of the view that particular consideration needs to be given to the nature of and images portrayed in such advertisements.