



CASE REPORT

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| 1. Complaint reference number | 186/00 |
| 2. Advertiser | WorkCover NSW |
| 3. Product | Community Awareness |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 July 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘How to cut your own throat’, consists of text with a preamble and a dot point list of what can result when an employer cuts work safety costs. Text follows regarding the availability of related publications. At the bottom of the advertisement are the words, ‘Get serious about work safety’, and the advertiser’s logo.

THE COMPLAINT

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

‘I find the heading of this advertisement offensive and in very poor taste. I cannot see how the macabre slant to this ad is necessary.’

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 expression within the advertisement, ‘How to cut your own throat’, did not constitute violence; neither did the advertisement breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.