



CASE REPORT

1. Complaint reference number	189/00
2. Advertiser	Lone Ranges Shooting Complex
3. Product	Leisure & Sport
4. Type of advertisement	Radio
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are two radio advertisements, each set to background music and taking the form of a conversation with the fictional character, James Bond, as portrayed by the actor, Sean Connery:

1. ‘Bond.’ ‘Yes, Q?’ ‘What can you tell me about Lone Ranges?’ ‘He rode a horse called Silver.’ ‘No, no, no. The Lone Ranges Shooting Complex in Belmont. What’s it all about?’ ‘It’s a public shooting range, Sir. You can shoot real bullets from real guns.’ ‘Real bullets from real guns? Is it safe?’ ‘Completely. You do a safety course before you start. It’s inexpensive and lots of fun, Sir.’ A voiceover says, ‘Lone Ranges Shooting Complex, Belmont. Call 9277 9200 for your licence to thrill.’

2. ‘Ah, Miss Money Penny. I’ll be out of the office for an hour. If you need me urgently, I can be contacted at the Lone Ranges Shooting Complex in Belmont.’ ‘Certainly, James. Lone?’ ‘Lone Ranges. It’s a public shooting range where you can shot real bullets from real guns.’ ‘It sounds so exciting, James. Can I come?’ ‘Why of course, my dear. Anyone can. Shall we take my car?’ ‘Oh, James.’ A voiceover says, ‘Lone Ranges Shooting Complex, Belmont. Call 9277 9200 for your licence to thrill.’

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

‘I think this kind of advertising may be harmful to public safety, given the evidence of significant differences between countries in respect of homicide rates and the correlation between those rates and how easy or difficult it is to obtain guns and how virulent or contained a society’s gun culture is.’

THE DETERMINATION

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

The Board was of the view that the material within the advertisements did not contravene prevailing community standards on Health and Safety, particularly given their context as clearly fictitious parodies of spy thriller movies. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.