



## **CASE REPORT**

|                               |                                    |
|-------------------------------|------------------------------------|
| 1. Complaint reference number | 224/00                             |
| 2. Advertiser                 | Workplace Safety Board of Tasmania |
| 3. Product                    | Community Awareness                |
| 4. Type of advertisement      | TV                                 |
| 5. Nature of complaint        | Violence Other – section 2.2       |
| 6. Date of determination      | Tuesday, 8 August 2000             |
| 7. DETERMINATION              | Dismissed                          |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays brief shots of body injuries and shots of a coffin in a church. A voiceover says: ‘This is someone’s leg. This is someone else’s hand. This is someone else’s face. And this is someone else’s funeral. If you’re thinking it’ll never happen to you, just remember, so did someone else.’ The advertisement concludes with logo and text and the voiceover: ‘Workplace Safe. No job is more important.’

## **THE COMPLAINT**

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

*‘..... some children stay up later than 8.30 and get horrible (sic) thoughts .....’*

## **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, having noted that the advertisement had received an M rating from the Federation of Australian Commercial Television Stations (FACTS) thus restricting the times during which it can be broadcast, determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.