



CASE REPORT

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| 1. Complaint reference number | 225/00 |
| 2. Advertiser | Ricegrowers' Co-operative Ltd Inc. NSW (SunRice 3 Minute Rice) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 August 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man, woman and girl renovating a room in a house. When the woman says to the girl, 'Let's have a snack', they repair to the kitchen and prepare bowls of (SunRice 3 Minute) rice. A voiceover says: 'If you think it's hard to prepare a delicious, low-fat, hot snack in three minutes, remember'. The man pulls at a piece of torn wallpaper causing the wall to fall sequentially amid dust and sparks. The woman and girl return to the room with the food on a tray to find the wall has collapsed completely. The voiceover continues: '..... a lot can happen in three minutes'. The advertisement concludes with the SunRice logo, text and voiceover: '3 Minute Rice from SunRice. Yes, SunRice. The rice experts'.

THE COMPLAINT

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

'There are very restrictive laws and regulations (in New South Wales and presumably in other States) relating to the handling of fibro asbestos and similar materials which are administered through the WorkCover Asbestos Demolition Unit and the Environmental Protection Authority.'

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 material within the advertisement did not contravene prevailing community standards on Health and Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.