



CASE REPORT

1. Complaint reference number	231/03
2. Advertiser	Kosciusko Thredbo Pty Ltd
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a roadworks scene, with one worker calling out “snowball” before throwing a rock in the direction of the sound of a pneumatic drill. The missile hits the drill operator on the head and he falls to the ground. The thrower looks on concerned as an announcer’s voiceover states: “You just don’t get over a trip to Thredbo,” and a closing graphic reading: ‘Thredbo. You’ll like it!’

THE COMPLAINT

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

“This portrays an unacceptable workplace behaviour that results in serious injury to a person in control of heavy machinery with potential for the heavy machinery involved to continue unoperated and cause further injury to the worker and others around him.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted a submission from the advertiser that: We do understand that a snow fight is probably ‘unacceptable workplace behaviour,’ however in the context of the current campaign (and the fact that this is *advertising*), we also believe that the intended humour that is associated with a fun brand like Thredbo has been missed by the complainant.’

In the Board’s consideration, most people would recognise the intended humour in the portrayal, rather than taking it seriously, and it therefore could not be regarded as exceeding prevailing community standards in relation to health and safety.

On determination that the material did not breach the provisions of the Code specifically relating to health and safety, nor any other areas of the Code, the Board dismissed the complaint.