



CASE REPORT

1. Complaint reference number	253/02
2. Advertiser	St George Group (Advance Funds Management)
3. Product	Finance/Investment
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement features a cartoon depicting a bicycle being ridden by a man shown not to be wearing a helmet. An accompanying caption reads: ‘Gearing without the grind,’ and associated text describes benefits associated with the St George Group’s Advance Australian Geared Equity Fund.

THE COMPLAINT

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

“The man is not wearing a bicycle helmet...The portrayal of illegal behaviour is in itself of concern. It is also of concern however that the advertisement portrays such behaviour in a carefree way...”

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 determined that the advertisement did not contravene the Code’s provisions relating to health and safety.

It further determined that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.