



CASE REPORT

1. Complaint reference number	284/99
2. Advertiser	Defence Force Recruiting Organisation
3. Product	Employment
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a number of scenes of young army officers speaking about their roles and responsibilities, interspersed with various scenes of a military nature. In one such scene, a young male officer says ‘Duntroon – you’re ten foot tall and bullet proof as you walk off grad parade’, followed by voiceover saying ‘Become a leader at Australia’s finest leadership and management college. Royal Military College Duntroon. The army. The edge’.

THE COMPLAINT

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

“This is an alarming message to give to young teenagers and offers a false sense of security ... this ad focuses on a teenager’s narcissism, which is surely a dangerous approach when handled in this manner.”

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 advertisement did not contain material that contravened prevailing community standards on safety, noting that the phrase ‘ten feet tall and bulletproof’ is a commonly used Australian expression to describe a person’s sense of self worth and would not conceivably be interpreted in a literal sense. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.