



## **CASE REPORT**

1. Complaint reference number	287/00
2. Advertiser	Delfin Ltd (Caroline Springs)
3. Product	Real Estate
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement opens with a shot of the development and the text, ‘Why do I live at Caroline Springs?’ Shots of a couple speaking to camera and as voiceover are interspersed with shots of the development. He says, ‘Well, I think the tennis courts and the bike tracks are fantastic for the kids.’ She adds, ‘Yeah, now the kids can have a lifestyle and we can let them go around the corner without being afraid. Ah, as soon as you come past the entrance, you get that relaxing feeling.’ ‘I don’t know about that’, says the man, ‘as soon as I get home I get told, get out there, get to work, do the lawns.’ The former tennis player, John Newcombe, says to camera: ‘Caroline Springs - see for yourself - because it speaks for itself’, followed by the woman: ‘Oh, we looked at lots of other places but you just don’t get the parks and the lakes that we’ve got here at Caroline Springs.’ The advertisement concludes with the developer’s logo and a voiceover whispering, ‘Delfin’.

## **THE COMPLAINT**

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

*‘..... poor message for young parents. If I had to live in such a spot the kids would never leave the yard unaccompanied!! It would be a constant worry.’*

## **THE DETERMINATION**

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

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