



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 426/99  |
| 2. Advertiser                 | Sporting Shooters' Association of Aust (South Aust) Inc |
| 3. Product                    | Leisure & Sport   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Health and safety – section 2.6                         |
| 6. Date of determination      | Tuesday, 8 February 2000                                |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement consists of a series of scenes of various people using firearms in a shooting club setting as voiceover says ‘Shooting in a recognised club is among the safest injury free sports. From beginners to Olympic level, shooting teaches self-discipline, hand to eye coordination and offers a great chance to socialise. It’s a sport where men, women and disabled compete equally. Membership of the Sporting Shooters’ Association is open to anyone who can legally use a firearm. Phone now for details of your nearest branch and support a great sport’. One scene shown in the advertisement depicts a young boy holding a rifle and preparing to shoot.

## **THE COMPLAINT**

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

*“This ad encourages young boys to take up shooting and use guns and condones the use of guns by the younger generation.”*

## **THE DETERMINATION**

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

While appreciating the personal views expressed by the complainant/s, the Board noted the advertiser’s advice that the scene in question involved a junior shooter using a ‘Daisy’ air rifle in full compliance with Government regulation. The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety and, accordingly, dismissed the complaint.