



## **CASE REPORT**

1. Complaint reference number	51/00
2. Advertiser	WorkCover New South Wales
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement consists of a scene of a man speaking to camera, relating the story of an employer who ignored his workers' compensation insurance responsibilities and, as a consequence of a fatal accident involving an employee, eventually faced financial ruin. In the course of this, he states that the employer 'didn't give a stuff about safety'.

## **THE COMPLAINT**

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

*"Bad language is never acceptable in any form of promotion being projected into the nation's living rooms ..."*

## **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 language used within the advertisement was not inappropriate given its overall context and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.