



## **CASE REPORT**

1. Complaint reference number	78/00
2. Advertiser	Royal Automobile Club of WA Inc
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a scene of a woman talking on the telephone as she comes home, apparently relating a story from her working day. She says ‘Mum, it could happen to anyone. You’ve just done the shopping ... in a hurry to get home ... load up the back of the station wagon ... slam down the hatch, and it’s ‘Oh my God, it’s locked and the baby’s inside!’ ... The mum was an RAC Plus member .. we had a patrolman there in 12 minutes ... Yeah, we rescue babies, dogs .. we even rescued a pet rat once’.

## **THE COMPLAINT**

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

*“I am worried that some people may be lulled into a false sense of security by this as I am sure it need only be three or four minutes locked in a car before a child can suffer injury due to heat building up.”*

## **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 scene in question was simply presenting information on how emergency situations may be dealt with and could not reasonably be interpreted as encouraging people not to take an appropriate level of care. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.