

Case Report

1. Case Number :	0090-24
2. Advertiser :	Tourism Tasmania
3. Product :	Tourist Attractions
4. Type of Advertisement/Media :	Radio
5. Date of Decision:	17-Apr-2024
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This radio ad features a voice over promoting visiting Tasmania and referring to unpasteurised cheese. The voiceover says
"This cheese doesn't play by the rules.
It's completely itself.
Raw, real
It doesn't change to fit other molds.
Or lie awake replaying conversations from 2 years ago.
This cheese is just out here living its best life.
And life unpasteurised... sounds pretty nice.
Tasmania. Come Down For Air."

THE COMPLAINT

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

Public health concerns

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

This radio advertisement is not promoting the consumption of cheese nor any specific product or production method. It is playfully personifying cheese, a well-known Tasmanian export, as a creative way to demonstrate the raw and authentic human connectedness that can be experienced on a holiday in Tasmania. A key premise of the

Tasmanian brand platform, Come Down For Air, is that Tasmania is a place where people can come to free themselves from the straitjacket of modern life – take a breath, find some space, connect with themselves. Cheese made with raw milk is indeed made and sold legally in Tasmania (see award-winning example here), so by giving human qualities to a piece of cheese, this radio advertisement intentionally plays on the idea of ‘life unpasteurised’ in both a literal and figurative sense.

In relation to the complaint raised in Case Reference 0090-24 pertaining to AANA Code of Ethics\2.6 Health and Safety\Unsafe behaviour, Tourism Tasmania notes the specific wording of the complaint: One of the radio ads in the otherwise OK "come down for air" campaign implies consumption of raw (unpasteurised) milk is a good thing. In the radio advertisement there is no mention of the consumption of raw (unpasteurised) cheese or milk – this radio spot is a story about a piece of cheese, living its life freely and unpasteurised. While of course absurd in its reality, it is not an advertisement for cheese but the personified cheese is instead a comment on the Tasmanian way of life that can be experienced whilst on holiday.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant’s concern that the advertisement raises public health concerns.

The Panel viewed the advertisement and noted the advertiser’s response.

Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the Practice Note to Section 2.6 includes:

“Advertisements which feature exaggerated or fantastical elements, which are unlikely to be seen as realistic by the relevant audience, are unlikely to be found to be encouraging or condoning unsafe behaviour.”

The Panel noted the advertiser’s response that the advertisement is not promoting the consumption of unpasteurised cheese, instead it is promoting the experience of holidaying in Tasmania. The Panel considered that while that may be the intention of the advertisement, many radio listeners would interpret the advertisement as also promoting the benefits of unpasteurised cheese.

The Panel considered that the consumption of unpasteurised dairy products, particularly milk, can be dangerous and lead to renal failure, paralysis or even death (<https://www.foodstandards.gov.au/consumer/safety/Raw-drinking->

[milk#:~:text=What%20are%20the%20hazards%20associated,and%20parasites%20such%20as%20Cryptosporidium.\)](#)

However, the Panel noted that raw milk (unpasteurised) cheese is legal in Australia and approved by the Foods Standards Authority of Australia and New Zealand, so long as certain conditions are met, such as temperature control and handling requirements (<https://www.legislation.gov.au/F2012L00294/latest/text>). The Panel noted that raw milk cheese is sold in major supermarkets in Australia, and considered that most members of the community would not consider its consumption to be unsafe.

The Panel considered that most members of the community would understand that the promotion of a legal product does not condone or encourage the dangerous consumption of unpasteurised products generally. Overall, the Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion

The Panel found that the advertisement did not breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.