

Case Report

Case number: 0214-26
Advertiser: Flightrisk
Medium: Facebook
Decision date: 26-Aug-2026
Decision: Breach
Action: Ad not removed

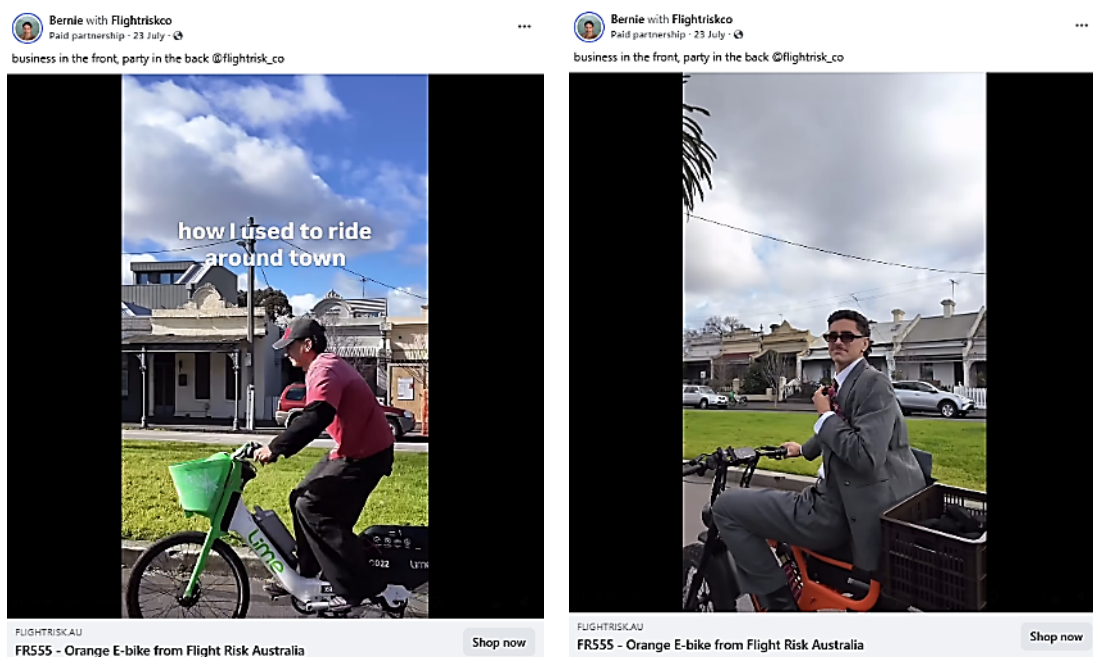
ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.6 Health and Safety - breach

AD DESCRIPTION

This Facebook 'Paid partnership' post features @Bernie. The caption reads, 'business in the front, party in the back @flightrisk_co'. It starts with @Bernie on a Lime e-bike with the headline, 'how I used to ride around town'. During this scene, @Bernie appears to be unsure, and is visibly shaky as he rides. He is wearing casual clothing and is riding without a helmet.

The following scene depicts him riding a Flightrisk e-bike while wearing a suit. As he passes the camera, he tips his sunglasses and adjusts his tie before accelerating. The headline reads, 'how I ride around town now'. He is not wearing a helmet in this scene.



SUMMARY

Complaint

A complaint was received on the grounds that the rider is featured travelling on an e-bike and then on another e-bike without a helmet. This advert promotes dangerous, reckless and illegal behaviour.

Advertiser response

The advertiser did not submit a response to the complaint.

Decision

The Panel found that the ad was in breach of section 2.6 of the AANA Code of Ethics, as the ad depicted behaviour that was contrary to community standards on health and safety.

ASSESSMENT AND DECISIONS

Section 2.6 (AANA Code of Ethics): Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Practice Note states:

Section 2.6 requires that advertising must not depict content that would encourage or condone unhealthy or unsafe behaviour having regard to Prevailing Community Standards. UNSAFE PRACTICES Images of unsafe driving, bike riding without helmets or not wearing a seatbelt while driving a motor vehicle are likely to be contrary to prevailing community standards relating to health and safety irrespective of whether such depictions are for the product/service being advertised or are incidental to the product.

Panel assessment

The Panel considered that rider safety is of significant concern to the community, and that riding with appropriate gear, including wearing a helmet, was a standard expectation across the Australian community.

The Panel considered that this rider appeared to be using a public road and was not using a helmet in any of the scenes depicted, which depicted a disregard for rider safety in a way that was contrary to community standards and expectations.

Panel decision

On this basis, the Panel found that the ad breached section 2.6 of the AANA Code of Ethics.

OTHER CONSIDERATIONS

The Panel found that the ad did not breach any other section of the relevant advertising codes.

ACTION

The advertiser has not responded to the breach decision, and the ad remains visible on the platform. Meta has been informed of the decision.