

Case Report

Case number: 0234-26
Advertiser: Flightrisk
Medium: Instagram
Decision date: 23-Sep-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 Instagram ad depicts a man and a woman riding on, what is presumed to be one of the advertiser's e-bikes. As they ride, the woman, who is the passenger, films their trip. On occasion, the straps of their helmets can be seen hanging freely.



SUMMARY

Complaint

A complaint was received on the grounds that the ad depicted people riding e-bikes while wearing helmets incorrectly, raising health and safety concerns.

Advertiser response

The advertiser did not provide a response.

Decisions

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 rider 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 noted that the riders were both wearing helmets while riding the e-bike. However, the Panel noted that the helmet straps were shown hanging loose. The Panel considered that community expectations are that riders use helmets that are correctly fastened while riding on public roads for their own safety. The Panel considered that this was an unsafe practice, which was against prevailing community standards on health and safety.

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 provided a response to the breach decision. The case will be sent to Meta for review and action.