

<b>COMPLAINT NUMBER</b>	17/314
<b>COMPLAINANT</b>	D Sell
<b>ADVERTISER</b>	Lower Hutt Power Tools Centre
<b>ADVERTISEMENT</b>	Lower Hutt Power Tools Centre, Radio
<b>DATE OF MEETING</b>	11 September 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The radio advertisement for Lower Hutt Power Tools Centre said in part; Things you'll never hear tradies say – Do you think my work boots match my shorts? Or Yeah, you can borrow my tools, I know you'll look after them. But the one thing all tradies can agree on is Lower Hutt Power Tool Centre ...”

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, D Sell, said:** That the aforementioned ad, and others in the campaign, have been reinforcing negative stereo types about trades people and implying that non 'manly men' or woman shouldn't be buying power tools.

**The relevant provisions were Code of Ethics - Basic Principle 4; Code for People in Advertising - Basic Principle 4.**

**The Chair** noted the Complaint's concern that the advertisement reinforced stereotypes about tradesmen and gender assumptions about potential consumers.

The Chair said the advertisement used an acceptable level of humour and satire to poke fun at statements you would be unlikely to hear from a 'tradie', playing on established stereotypes about trades people being protective of their tools, not being fashion conscious or volunteering to be the one left to clean up. She said the point of the advertisement was that the same 'tradies' would supposedly all agree on the quality of and service provided by the Advertiser's business.

As such, the Chair said that the advertisement would be unlikely to cause serious or widespread offence and had been prepared with a due sense of social responsibility to consumers and society. The Chair ruled there was no apparent breach of the Code of Ethics or the Code for People in Advertising.

Accordingly, the Chair ruled that there were no grounds for the complaint to proceed.

**Chair's Ruling: Complaint No Grounds to Proceed**