

COMPLAINT NUMBER	17/387
COMPLAINANT	T. Putter
ADVERTISER	Bestbuys
ADVERTISEMENT	Bestbuys, Print
DATE OF MEETING	24 October 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Bestbuys National Shopping Magazine is made up of advertisements for a number of products and included a Super Liquor advertisement for alcohol and a Gun City advertisement for firearms on adjacent pages.

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

Complainant, T.Putter, said: On Saturday the 14th of October 2017, I've received this National Shopping Magazine (as per attachment) in my mailbox.

On pages 2 & 3 as advertised is the display of strong alcoholic beverages, followed by page 4, advertising firearms which includes a tactical force weapon with a shooting capacity range of over 3000 metres.

Is this okay? Can we advertise strong liquor followed by a high incapacitation rate riffle in the same magazine, ~back to back on the same page?

What message do they convey? Liquor and firearms goes together?

I've been involved in public safety for over 20 years and this raiser major concerns regarding the safety of public with the purchase/use of fire-arms and consumption of alcoholic beverages.

I firmly believe that firearms and liquor should not be advertised in the same magazine.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 12, Rule 4.

The Chair noted the Complainant's concern about the poor placement of advertisements for firearms and alcohol in close proximity to each other.

While the Chair agreed it was less than ideal placement to have advertisements for the sale of firearms and alcohol on adjacent pages in the Best Buys publication, she said the advertisements were for legal products the advertisers were able to promote.

The Chair said the placement of the unrelated advertisements in the Best Buys magazine did not reach the threshold to encourage a disregard for safety or breach generally prevailing community standards. The Chair said therefore the Best Buys magazine was not in breach the Code of Ethics.

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

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