

COMPLAINT NUMBER	17/445
COMPLAINANT	E. Diedrichs
ADVERTISER	Gun City
ADVERTISEMENT	Gun City, Print
DATE OF MEETING	11 December 2017
OUTCOME	No Grounds to Proceed

Advertisement: The advertisement for Gun City was published in the Dominion Post newspaper. The heading said “Get the kids outside! Awesome gift ideas for Christmas.” The advertisement included price and product images of air rifles, targets and other firearms and a picture of an adult and three children with an air rifle. It also included information about restrictions relating to backyard target shooting.

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

Complainant, E. Diedrichs, **said** the advertisement “was blatant promotion of the use of guns to children” and that the children in the advertisement looked very young. The Complainant considered this type of advertising to be unacceptable.

The relevant provisions were Rules 4 and 7 and Basic Principle 4 of the Code of Ethics.

The Chair noted the Complainant’s concern about the promotion of guns to children and the age of the children in the advertisement.

The Chair said in her view the advertisement which advertised firearms and promoted target shooting was aimed at adults and appeared in the Dominion Post newspaper which has a predominantly adult readership. She noted the three children were different ages but clearly supervised by an adult male, likely to be a parent.

The Chair concluded the advertisement did not contain anything which lent support to unacceptable violent behaviour nor did it clearly offend against generally prevailing community standards.

Accordingly, the Chair ruled the advertisement was not in breach of Rules 4 and 7 of the Code of Ethics and had been prepared with a due sense of social responsibility to consumers and society required by Basic Principle 4 of the Code of Ethics.

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