



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6173 1500 | Fax: (02) 6262 9833

**Mr Tim Bannister
PO Box 282
PLUMPTON NSW 2761**

16 May 2013

1. Complaint reference number: **0117/13**
2. Advertiser: **SSAA**

Dear Mr Bannister,

Thank you for supporting the Australian advertising self-regulation system by responding promptly in this matter.

The complaint/s was considered by the Advertising Standards Board at its recent meeting. The Board reviewed the advertisement and also considered your response.

The Board determined that the advertisement does not breach any of the Codes that the Board adjudicates on. We will notify the complainant/s accordingly.

A copy of the case report reflecting the Board's determination is attached for information.

Please note that a complainant may request a review of a Board decision with which they are dissatisfied. Information which outlines the Independent Reviewer process is available on our website at <http://www.adstandards.com.au/process/theprocesssteps/independentreviewofasbdeterminations>

Please feel free to contact me if you have any questions or would like further information about the Advertising Standards Board.

To assist in assessing and reviewing the advertising complaint adjudication system, we would value your feedback on the work of the ASB. Your cooperation in completing a short survey would be greatly appreciated. The survey link is <http://www.surveymonkey.com/s/RNYZCZH>

With regards,

Nikki Paterson/ Daniela Gray

Case Managers

Advertising Standards Bureau

complaint@adstandards.com.au



Case Report

1	Case Number	0117/13
2	Advertiser	SSAA
3	Product	Sport and Leisure
4	Type of Advertisement / media	Billboard
5	Date of Determination	01/05/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Weapons

DESCRIPTION OF THE ADVERTISEMENT

The particular advertisement and billboard in St Kilda in question contains a small inset picture of a 26-year-old male electrician, with a larger image of the same person holding a .223-calibre bolt-action rifle in the safety position in a pasture.

In the „hunter“ image, the rifle bolt is extracted, hence being referred to as in the „safety position“, and the barrel is pointing in a safe direction. Additionally, the hunter visibly possesses further safety equipment in a pair of safety glasses and hearing protection. In both images, the subject is smiling and non-aggressive.

The wording on the advertisement contains „John, 26 electrician“, „Electrician by day - Hunter by choice“, the SSAA’s 2013 Year of the Hunter logo and the Association’s website address.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I believe that hunting is not an acceptable past time to be advertising. The insidious political inference from the statement, "...by choice", implies that if people are against hunting, they are against choice, freedom etc. The animals don't have any choice or say in the matter. Also the location is questionable- 1. One suburb away from Wacol where the RSPCA shelter is located, a charity with limited funding who must deal with animals injured and killed from this pro-hunting attitude. 2. Located outside Goodna, a poor socio-economic suburb where

the residents could be considered as favouring hunting. I for one am against animal cruelty and hunting and do not wish to have this displayed to encourage people to accept it. I object to the advertisement of weapons in a public forum such as a street in St Kilda. Advertising weapons, their use or membership of a pro-gun group is objectionable.

This advertisement promotes violence - the use of guns. This is complicated by the fact there is no context explaining why this man would have such a large gun in his possession. The viewer of this ad doesn't know what this man will "hunt" - certainly not a rabbit or duck, when you consider the picture features a gun almost as tall as the man himself. The effort to normalise the use of the gun by showing the man at work as an "electrician" actually compounds the offence - why would an electrician have any non-violent need for a gun?

The placement of this advertisement is particularly insensitive - St Kilda suffers from some of the worse crime in Victoria, and the last thing the community needs is vague promotions of gun use.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

As Australia's premier recreational sports shooting and hunting organisation, with more than

150,000 members Australia-wide, we take our obligations within the broader community seriously. As requested, please find the attached image of the billboard for your information.

Our response to these complaints is as follows:

Advertisement description

The billboard itself is a secondary advertisement based on a series of A4 advertisements in the SSAA's flagship monthly magazine, Australian Shooter. The advertisements to date are part of a series featuring an electrician, an insurance broker, a teacher and an engineer from different walks of life, who also choose to undertake recreational hunting activities.

The particular advertisement and billboard in St Kilda in question contains a small inset picture of a 26-year-old male electrician, with a larger image of the same person holding a .223-calibre bolt-action rifle in the safety position in a pasture.

In the „hunter“ image, the rifle bolt is extracted, hence being referred to as in the „safety position“, and the barrel is pointing in a safe direction. Additionally, the hunter visibly possesses further safety equipment in a pair of safety glasses and hearing protection. In both images, the subject is smiling and non-aggressive.

The wording on the advertisement contains „John, 26 electrician“, Electrician by day - Hunter by choice“, the SSAA's 2013 Year of the Hunter logo and the Association's website

address.

Purpose of advertisement

The advertisement is intended to stimulate interest, particularly among the non-shooting and non-hunting public, allowing these groups to self-educate about the existence and purpose of hunting within Australia's society. In an ever-cosmopolitan socio-political environment, we believe it is essential to reconnect all facets of the Australian public with a practice that serves economic, environmental and social purposes within society. One of the reasons we wish to educate people about hunting and putting food on your table is to remind the community that meat does not simply come pre-packaged from a major supermarket. The SSAA stands for ethical, sustainable hunting and requires all members to adhere to a strict code of conduct while hunting.

Our members are often tasked, by private and Government landowners, with managing problem wildlife populations and they have a safe, responsible and successful track record in this area.

Please find attachment 2 and 3, a press release and story published in the Australian Shooter magazine coinciding with the launch of the SSAA's 2013 Year of the Hunter, further explaining the purpose of the campaign.

Comments in relation to complaints

We find both the complaints spurious, baseless and ignorant. Complaint 1

It is claimed that the advertisement promotes violence/the use of guns. Hunting does contain some violence in the same manner as fishing causes ultimate harm to a fish. The „violence“, however, is justified, as it is integral to the food chain of life. The „violence“ is contained within a code of conduct, is ethical and is designed to cause minimal distress to the animal in question. The inference by the complainant is that the firearm is likely to be used in a criminal and intimidating way. This is rejected, as the advertisement is not depicting a situation where this is occurring.

Hunting is a legitimate, legal recreational activity, which is regulated by State and Federal Government authorities. Concurrently, hunting is deeply rooted within Australia's culture and heritage and is as old as humankind.

The complainant is also concerned with the size of the firearm. Firstly, the size of the rifle is regulated by Government authorities; ie, you are not generally permitted to hunt with a handgun. Secondly, the firearm is no smaller or larger than any other rifle used for both competition sports shooting or recreational hunting.

Clearly, the complainant has no understanding of hunting or firearms, nor of the intent of the advertisement. It was the intent of the advertisement to have the public visit our clearly depicted website address and educate themselves about hunting, rather than relying on misinformation and emotion to fuel their opinions. For instance, a rifle is not used to hunt a duck, rather a shotgun is. Comment is made as to the size of the rifle. The firearm is approximately 1m in length, while the man is more than 1.8m in height. The fact that the man is an electrician demonstrates that hunters are from all walks of life and the query as to why

an electrician would “need a gun” is mischievous. The advertisement does not infer that the man uses the firearm for his occupation, rather for his recreational pastime.

Finally, St Kilda was chosen as the location for this advertisement because it is a particularly cosmopolitan suburb of Melbourne, surrounded by cupcake patisseries, Luna Park and craft markets. Typically, people who live in or visit areas such as St Kilda are disconnected from the realities of rural life, wildlife management and environmental sustainability. Our hunters perform a public service while hunting, regardless of their purpose for doing so, and this service is as much of benefit to rural communities as it is to the people of metropolitan Melbourne.

Complaint 2

The complainant’s concerns appear to be essentially philosophical; ie, concerned about an advertisement encouraging people to become a member of the SSAA. Our Association has been in existence since 1948, is an accredited shooting organisation, has more than 150,000 members Australia-wide and is a non-government organisation at the United Nations. Additionally, the Association’s senior executives regularly advise the Federal Minister of Home Affairs through the Commonwealth Firearms Advisory Council. In short, it is perfectly legitimate for us to advertise for new members.

Finally, the Australian Oxford Dictionary refers to a weapon as “a means employed for trying to gain advantage in a conflict”. In hunting, a firearm is merely the tool utilised for the harvest, in the same way a fishing rod is used to catch a fish. The firearm is not being used as a weapon.

Final statement

The SSAA’s charter is to promote recreational shooting and hunting in all its forms to the community. We do this in a considered and sensitive fashion. The legitimate recreation of hunting provides food for the table and is a sustainable wildlife management tool for protecting our native flora and fauna. We welcome the wider community to learn more about both the SSAA and our pastimes by accessing our website at www.ssaa.org.au

We invite the members of the Advertising Standards Bureau to contact myself for any further clarification in regards to this matter.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainants’ concerns that the advertisement is promoting violence through its depiction of a man holding a gun with no context for the depiction and the additional concern that weapons should not be advertised in public.

The Board viewed the advertisement and noted the advertiser’s response.

The Board noted the advertisement for the Sporting Shooters' Association of Australia (SSAA) features an image of a man in a field holding a gun. The Board noted that whilst some members of the community may be opposed to the existence of gun clubs and/or hunting the Board considered that these clubs are legal and are allowed to be advertised. It is therefore not the Board's role to determine whether or not such clubs can be advertised, rather the Board's role is only to determine whether the content of the advertisement meets the requirements of the Code.

The Board also noted that while some members of the community would probably prefer that gun ownership was not legal at all, the legality of whether or not such items should be able to be advertised is not a matter for the Board to consider.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the complainants' concerns that the image of the man holding a gun in conjunction with the text which reads, "hunter by choice" amounts to a depiction which is suggestive of violence and that there is no context to justify this.

The Board first considered the depiction of a man holding a gun with the text referring to being a „hunter“. The Board noted that whilst the advertisement does not state what it is that the man would be hunting, the Board considered that the most likely interpretation would be that members hunt for animals and that it would not be likely that the community would interpret this as suggesting hunting of people.

The Board then considered the manner in which the weapon is depicted and the context of its depiction. The Board noted that the weapon featured in the advertisement is not pointing at anyone and considered that the gun is being held in a manner which suggests the man knows what he is doing with the gun and is in control of it.

The Board agreed that the depiction of the man holding the gun with the text „hunter“ is suggestive of shooting and violence.

A minority of the Board expressed concern regarding the lack of clarity as to what the advertised product is, that the effect was to promote gun ownership rather than membership of an organisation, and that there is no explanation regarding the legal requirements surrounding gun ownership.

However the majority of the Board considered that the depiction of a weapon along with the logo of the SSAA indicates that the advertisement is for an organisation rather than a general advertisement promoting gun use. The Board considered that this depiction is in the context of an advertisement for a Shooters' Association. The Board recognised that while some members of the community would prefer that guns are not depicted in advertising, in the

Board's view, and consistent with previous determinations regarding the depiction of a weapon (0255/11, 0428/12,) the man holding the weapon is not presented in a manner which is menacing or threatening, he is not pointing the weapon at anyone or anything and the reference to being a „hunter“ is most likely to be interpreted as hunting an animal and therefore the depiction is justified by the service being advertised.

The majority of the Board considered that the advertisement is presenting membership to a legitimate gun club in a manner which is encouraging the responsible use of weapons. The Board noted that whilst the advertisement does not feature a disclaimer about the legal requirements for owning a gun the Board considered that that these requirements are made clear at point of purchase.

The Board also noted that the advertisement was published in inner city Melbourne. The Board considered that the advertisement would be available to a broad audience including children. The Board considered that, while some members of the community would prefer that children do not see guns or violent images, the placement of this advertisement did not affect its acceptability as gun club membership is not restricted to people from rural areas and that the content of the advertisement meets the requirements of the Code.

Based on the above the Board determined that the advertisement did not depict material which would be in breach of Section 2.3 of the Code.

Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.



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**Mr Tim Bannister
SSAA
PO Box 282
PLUMPTON**

29 May 2013

1. Complaint reference number: **0117/13**
2. Advertiser: **SSAA**

Dear Mr Bannister,

I enclose for your consideration a copy of a further letter of complaint we have received in relation to the above advertisement.

We have written to the complainant to advise that a previous complaint about this advertisement was dismissed by the Advertising Standards Board. We also provided a copy of the case report. We further advised the complainant that a copy of the complaint has been sent to you.

Having already considered an advertisement, the Board does not reconsider its decision unless a period of five years has elapsed since its original determination. This is to allow for changes in community attitudes and standards.

With regards,

Nikki Paterson / Daniela Gray
Case Managers
Advertising Standards Bureau

complaint@adstandards.com.au

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Barkly St, St Kilda

MEDIA: Billboard

WHEN : Drive past it daily

AD DESCRIPTION: Year of the Hunter campaign by the Sporting Shooters Association of Australia

REASON FOR CONCERN: I feel that it glorifies gun use.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Australia

MEDIA: Billboard

WHEN : Not provided

AD DESCRIPTION: 2013 Year of The Hunter

'Hunter By Choice'

REASON FOR CONCERN:

It's amazing to me that I even have to write this.

Regardless of the media coverage of the horrific and tragic circumstances endured throughout America (and many other countries) due to gun control, it honestly blows my mind that Australia is moving in this direction.

Now we are advertising guns in billboard forms? Really? This is the image you want to portray to everyone, especially children?

Regardless of how someone feels about the morals of hunting this is a disgusting and truly scary portrayal of guns. The way the people in the different billboards are posing and smiling is hugely concerning, especially the age of some of them, they barely look legal.

What an insanely irresponsible message to be sending to the community.

I've never written a complaint letter in my life, I'm almost waiting for someone to tell me it's a joke or prank. Granted, a bad joke or prank...but that seems more feasible than the actual situation.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Surry Hills

MEDIA: Billboard

WHEN : Not provided

AD DESCRIPTION: <http://www.pedestrian.tv/features/arts-and-culture/welcome-to-australia-where-we-put-guns-on-billboard/41fdc1e1-d60d-44fe-89ed-03ef73dd17ef.htm>

REASON FOR CONCERN: I find the promotion of gun use abhorrent.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Surry Hills

MEDIA: Billboard

WHEN : 9/5/13

AD DESCRIPTION: Billboards stating 2013 is the Year of the Hunter.

REASON FOR CONCERN: Not provided

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Australia

MEDIA: Billboard

WHEN : Not provided

AD DESCRIPTION: Sporting Shooters Association of Australia billboard depicting hunters.

REASON FOR CONCERN: Guns are not okay, they are not safe and they should not be displayed in public like this. They are a weapon, with the purpose of killing. Whether killings animals or people, it is wrong. I don't want my niece and nephew seeing this type of advertising and associating it with the friendly electrician or teacher. Get rid of them.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Flinders and South Dowling Street, Surry Hills

MEDIA: Billboard

WHEN : Today

AD DESCRIPTION: The billboard pictures an Aussie tradesman, John, posing with his rifle. With the tagline- "Electrician by day - Hunter by choice".

REASON FOR CONCERN:

Not only do the images promote/glorify/glamourize gun use but they do not explain, justify or reflect the reasons for the campaign. According to SSAA Special Project Officer in Hunting Matthew Godson, the campaign was created to change perceptions the general public had of hunters. "We're aiming to educate the general public that hunters serve a very real purpose and play a very important role in wildlife management and protecting the environment".

To me, this advertisement does not achieve this at all. How are children meant to understand the message that hunters play a important role in wildlife management and protecting the environment from this image that simply shows a man, posing with a gun in an 'everyday' environment image? I find it abhorrent. Especially because campaigns such as ones for safe sex ads within the gay community were removed by Adshell because of complaints by the ACL.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Corner Flinders and South Dowling Sts, Surry Hills

MEDIA: Billboard

WHEN : Thursday 9/5/13 at 12pm

AD DESCRIPTION: Large billboard with photo of man holding a rifle and the words "Electrician by day - Hunter by choice" in large writing underneath.

REASON FOR CONCERN: The advertisement normalises the use of guns and the practice of shooting. It does not specify the context in which, or at what, the "hunter" shoots. The message is particularly injurious to children who may view it as advocating the use of weaponry more broadly, or that guns are "cool" and "normal" things to play with. It is dangerous. It is incredibly dangerous in light of recently gun control issues worldwide.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Australia

MEDIA: Billboard

WHEN : Not provided

AD DESCRIPTION: The ad is for the Sporting Shooters Association of Australia. It features the line 'Electrician by day - hunter by choice' 2013 yeah of the hunter.

REASON FOR CONCERN:

This ad, instead of promoting hunting, focuses on the appeal of guns and gun use.

Nowhere in the ad, depicts the sport of hunting at all and instead uses the gun as the focal point of the ad and primary selling tool. Guns should never be depicted in a positive light and have no place in marketing communications. They are dangerous and their use should not be taken lightly.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Corner of Flinders and South Dowling Streets

MEDIA: Billboard

WHEN : 09/05/2013

AD DESCRIPTION: It is a picture of a red neck (apparent electrician) with a gun saying how usually he is an electrician but he is a hunter by choice. It's a disgusting use of advertisement considering he is sitting in a field with a gun.

REASON FOR CONCERN: It's a disgusting use of advertisement considering he is sitting in a field with a gun. As if we need a billboard to desensitise us to the idea that guns are fun and recreational when we have so many problems with shootings. I find it completely offensive.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Surry Hills

MEDIA: Billboard

WHEN : 9/5/13

AD DESCRIPTION:

The billboard depicts a man who likes to hunt, and the general gist of the campaign is to get more people to hunt and tot guns.

REASON FOR CONCERN:

I find any hunting of animals offensive, I also find the idea of young men being told to get gunned up offensive. This advertisement smacks of American nationalism and not Australia.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Surry Hills Sydney

MEDIA: Billboard

WHEN : 9th May 2013

AD DESCRIPTION: The billboard was for something called the Year of the Hunter campaign by the Sporting Shooters Association of Australia and depicted a true blue Aussie tradesman, John, posing with his rifle. The tagline? "Electrician by day - Hunter by choice".

REASON FOR CONCERN: This advertisement glorifies gun use and the killing of animals.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Surry Hills

MEDIA: Billboard

WHEN : Thursday May 9th

AD DESCRIPTION: Large image of gun carried by electrician.

REASON FOR CONCERN:

The idea that we have large outdoor billboards glorifying gun use is not the Australia I want to live in. Not only is the central and focus for the billboard a large rifle - it is unclear how they are to be used and by whom. A teacher, an accountant, an electrician- how are children supposed to read this information. Will they see that society as a whole is sanctioning the use of guns. Are we not observing the out of control gun situation in USA which from a distance appears depraved and alarming. That the Assoc is wanting the right to shoot and kill Australian wildlife is also inhumane and not supported by the majority of Australians. Please have this billboard and any billboard sanctioning gun use removed from our public space.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Crn Flinders St & Sth Dowling St Surry Hills

MEDIA: Billboard

WHEN : Today - 10/05/2013

AD DESCRIPTION: The billboard was for a campaign by the Sporting Shooters Association of Australia titled 'Year of the Hunter' and depicted a tradesman, John, posing with his rifle. The tagline - "Electrician by day - Hunter by choice".

REASON FOR CONCERN: It glorifies the use of guns. No factual information is displayed as to what is being hunted or why - it instead empowers the individual shown for no other reason other than the fact that he is holding a gun, and using said gun to kill, showing the public that you too can become a better/stronger/powerful person outside of your normal day to day by hunting and killing with the use of a gun. That is truly disgusting.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Corner Flinders and South Dowling Street in Surry Hills

MEDIA: Billboard

WHEN : 9/05/13

AD DESCRIPTION: The billboard is for something called the Year of the Hunter campaign by the Sporting Shooters Association of Australia and depicts a true blue Aussie tradesman, John, posing with his rifle. The tagline? "Electrician by day - Hunter by choice".

REASON FOR CONCERN:

This advertisement encourages people to hunt. People protecting the wildlife of Australia, and the animals themselves I am sure, are against this. Australia is a country that has many laws in place to protect our wildlife & forests, I believe this advertisement will lead to many of the laws being broken. We need to conserve our natural wildlife, not destroy it.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Melbourne

MEDIA: Billboard

WHEN : Physically saw a billboard a month ago

AD DESCRIPTION: Please see images from the advertising campaign here: <http://bit.ly/13jfZuX>

REASON FOR CONCERN: I find this advertising campaign not only normalises but glorifies the possession and use of guns. It aims to enforce a public attitude which sees firearms as standard possessions and means to leisure activity by implying that 'everyday' people ("teacher," "electrician," "accountant") enjoy hunting and the use of guns. The characters presented holding guns also have a clear sense of pride about being hunters. Considering the high amount of gun violence in the US recently reported, I feel this is terribly inappropriate and unwise: it would be a hugely difficult struggle to restrict gun possession in the US - despite recent events - because citizens believe they have a common RIGHT to own firearms. The normalisation of firearm possession and usage in the US certainly contributed to this attitude. I do not want the same attitude promoted in Australia.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Location: Flinders St Surry Hills

MEDIA: Billboard

WHEN : Friday May 10, 2013

AD DESCRIPTION:

My complaint is in regards to a large billboard, located on the corner of Flinders St and South Dowling St. This billboard promotes the Sporting Shooter Association of Australia and the recent legalisation of recreational shooting in NSW National Parks.

The image depicts a man proudly holding a rifle whilst standing in grasslands.

REASON FOR CONCERN:

I find the promotion and glorification of firearms frightening and offensive.

We live in a country where firearms have been deemed both dangerous and illegal. I find this billboard to be in opposition the law and the Australian standards of living.

This specific billboard is located near a number of schools, and almost directly opposite a church.

Many impressionable children and teenagers will travel past this billboard daily. I believe that promoting the use of firearms as a recreational sport in an overtly public location is ethically questionable.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Flinders St, Surry Hills

MEDIA: Billboard

WHEN : 9/5/2013

AD DESCRIPTION: The advertisement is promoting hunting. Catch line Electrician by Day, Hunter by Choice.

REASON FOR CONCERN: I find it offensive to see guns in advertisement with no reason or explanation as to what the guns are being used for. Promoting and making guns more mainstream and accepted I find completely offensive and dangerous and should not be allowed, especially for our children to see.

Issues Raised To Date:

2.3 - Violence Weapons

Complaints Received To Date:

PLACE: Corner of Flinders and South Dowling Street in Surry Hills

MEDIA: Billboard

WHEN : Not provided

AD DESCRIPTION: The advertisement shows a middle aged man holding a gun in an agricultural crop field. He has a semi menacing look on his face.

REASON FOR CONCERN: I do not like the thought that guns are shown as a recreational sport in an area that is high traffic. Shooting in Australia as a hobby is not something I particularly support but understand it is allowed. I do not think though this mean we should be promoting it in billboards, trade specific media is different. I like that Australia is not a crazy gun country and I feel this ad desensitises this.