

NOV 26 '97 11:06AM NAFI CANBERRA 61 6 2853855

Advertising Standards Council

10th Floor
98 Arthur St

North Sydney NSW 2060.

P. 1/1
NAFINATIONAL ASSOCIATION OF
FOREST INDUSTRIES LTD

A.C.N. 008 621 510

Forest Industries House
24 Napier Close

Deakin, A.C.T. 2600

P.O. Box 889

Queen Victoria Terrace

Canberra, A.C.T. 2600

Australia

Telephone (06) 285 3833

Facsimile (06) 285 3855

Ms Alexandra Mason
Executive Assistant to General Manager
Ten Capital
Private Bag 10
DICKSON ACT 2602

Dear Ms Mason

I am writing to express NAFI's deep concern at the broadcast of a Wilderness Society "Community Services Announcement" on your station last evening. The "announcement" is unbalanced and inaccurate. It unduly plays on fear, seriously misleading your viewers about Australia's forest management and the future of our forest estate. This is a political broadcast, soliciting funds for a radical lobby group active in the political process. It is not a "community services announcement" and clearly violates industry's Code of Behaviour and breaches advertising standards.

Australia's native forests are managed by State forest agencies to world's best standards. Australia's forest are not disappearing - as implied in the Wilderness Society advertisement and have, in fact, being growing in cover for many years (refer to Australian Bureau of Agriculture and Resource Economics, official statistics).

The forest product industry is one of the largest contributors to the Canberra economy and generator of non-public sector jobs. It covers a broad sweep of activities including housing and construction, furniture and sawmilling.

In its exploitation of a popular Christmas theme the Wilderness Society advertisement is particularly offensive to our members.

Given the above, NAFI is surprised that your station has permitted the free broadcast of this advertisement. We would request that it no longer be aired. Should your station fail to take such action, NAFI will immediately instigate legal proceedings.

Yours sincerely

DMM.

Don Mackay
Director, Public Affairs
6 November, 1997

(FACTS#GBX9TROA)





Private Bag 10
Dickson ACT 2602

Telephone 06 242 2400
Facsimile 06 241 7230

Don Mackay
Director, Public Affairs
National Association of Forest Industries
Forest Industries House
24 Napier Close
DEAKIN ACT 2600

6 November 1997

Our Ref: TF/AM/570

Dear Mr Mackay,

Thank you for your letter regarding the Wilderness Society community service announcement.

TEN Capital notes your comments and advise the commercial has been cleared for broadcast by F.A.C.T.S. (the Federation of Australian Commercial Television Stations). The Wilderness Society is a charitable organisation, with all profits going to support wildlife restoration.

We will pass on your comments to the Wilderness Society and ask that you direct any complaints regarding the content of the commercial to the Advertising Standards Council at the following address: 10th Floor, 98 Arthur Street NORTH SYDNEY NSW 2060.

However, on reviewing the commercial, we have decided to discontinue its broadcast on the grounds of its focus on this contentious issue.

The station regrets your threat of legal action.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Alexandra Mason".

Alexandra Mason
EXECUTIVE ASSISTANT

Aspinal Street
Watson ACT 2602
Private Bag 10
Dickson ACT 2602

Telephone 06 242 2400
Facsimile 06 241 7230

Janet Stone
Hilton and Associates
PO Box 610
PADDINGTON QLD 4064

6 November 1997

Our Ref: TF/AM/571

Dear Ms Stone,

Please find attached, for your interest and for the information of your client, correspondence relating to the Wilderness Society community service announcement.

TEN Capital regrets that because of the commercial's focus on what is a contentious and fairly political issue, it has been removed from the schedule as of today.

This does not mean the station will not play future announcements. You can continue to approach TEN Capital with Wilderness Society material for consideration.

Yours sincerely,



Alexandra Mason
EXECUTIVE ASSISTANT