



Case Report

1	Case Number	0041/15
2	Advertiser	Employment Hero
3	Product	Employment
4	Type of Advertisement / media	Transport
5	Date of Determination	25/02/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Occupation

DESCRIPTION OF THE ADVERTISEMENT

This advertising campaign consists of four different images and text:

1. Image of coffee being dispensed from a machine with the text, "The place for real jobs. Employment Hero.com. Work in hospitality and retail".
2. Image of a cup of coffee with the text, "Master Coffee Art until you master the arts. Get a real job. Employment Hero.com".
3. Image of some drinks and the text, "Pour shots until you call the shots. Get a real job. Employment Hero.com".
4. Image of wrapping paper and scissors and the text, "Run the shop until you own the shop. Get a real job. Employment Hero.com".

THE COMPLAINT

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

As someone who works in the hospitality industry full time I find this offensive. I strive to present a product and service that is constantly changing and growing. The staff and I spend lots of time training and studying our field. This advertisement undermines what we do. The

implication that working in hospitality is a filler until you get a "real job" is patronizing. The fact that this is on a state run bus company that drives around the most densely populated city in the country is completely deplorable. I ask that you remove this advertisement immediately and contact the company to change their advertising.

THE ADVERTISER'S RESPONSE

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

Thank you for advising us of the complaint regarding our "Place For Real Jobs Campaign.

Employment Innovations has been passionately helping the Australia Retail and Hospitality industry navigate the complexities of the employment landscape for over two decades. What we've learnt from all the success stories is pretty simple – Job seekers are looking for the best place to work offering reward, recognition and a great culture, and employers are seeking to build best workplace offering a deeper level of engagement, compliance and streamlined processes. So we decided to build Employment Hero as Australia's first fully integrated cloud based employment platform managing the entire employee life cycle from hire to retire, including HR services, live HR support and outsourced payroll services with rostering and award interpretation. This is underpinned by our deeply knowledgeable professionals. Our service offering is indicative of our commitment to innovation and sole focus on making employment easier for Australian businesses.

We made decision about three months ago that this functionality wasn't enough. So we added a complete and free job board integrated with our employment services to turn Employment Hero into a category defining Employment Platform. It's the first tool of its kind to cater specifically to the hospitality and retail industries, (for now), offering a helping hand to the businesses that help us every day. We decided to position it as the place for real jobs given the unanimous agreement that the retail and hospitality workforce is the backbone and face of Australian employment. In fact, everyone involved in the project has at some time worked in the industry and can easily say that the experience was one of the best, offering a deep and rewarding connection with customers.

The rationale behind the launch campaign was to celebrate retail and hospitality as the place for real jobs.

Having said that, we are very concerned that a segment has taken offence to this campaign. We became aware almost immediately about this feedback and reached out on a personal and group basis. We explained our position and rationale and it appeared to be satisfactory. The ads in question are no longer running.

We welcome any feedback regarding this campaign.

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' concern that the advertisement is discriminatory in its suggestion that hospitality is not a real job.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted the advertisement features four different images promoting hospitality jobs available at Employment Hero and that the tag line on each reads, "Get a real job" or "The place for real jobs".

The Board noted the complainants' concerns that the use of the phrase, "get a real job" implies that jobs in hospitality are not real but jobs you take until you can find something better.

The Board noted the advertiser's response that the intent of the advertisements was to "celebrate retail and hospitality as the place for real jobs".

The Board considered that that most likely interpretation of the advertisements was that the advertisements were encouraging ambition. The Board considered that the advertisements were not suggesting that jobs in hospitality were not 'real' or 'proper' but rather that the best way to start your career is to take a job in an industry which provides the skills to enable you to excel later in life.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.