



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0048/19</b>
2	<b>Advertiser</b>	<b>ANZ Banking Group Ltd</b>
3	<b>Product</b>	<b>Finance/Investment</b>
4	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
5	<b>Date of Determination</b>	<b>20/02/2019</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

2.1 - Discrimination or Vilification Disability

## DESCRIPTION OF THE ADVERTISEMENT

The Advertisement shows ANZ Tennis Ambassador Dylan Alcott (who is a professional wheelchair tennis champion) being chased by a tiger. Dylan Alcott moves across a blue screen yelling out "Tiger", as a tiger chases him. A super is then brought up: "Want to holiday in India?" The end-frame appears that says "See it. Save for it" and shows the ANZ App with a savings account that has been personalised with a savings goal. In this instance, the savings goal is Dylan's "India holiday savings account". The end frame has an accompanying voice over of "See it. Save for it. Get on top of your money with ANZ."

## THE COMPLAINT

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

*Discrimination against non able people is not ever humorous or a condition to be demonstrated as a human less capable then someone that can walk.*

## THE ADVERTISER'S RESPONSE





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

*Advertisement description The Advertisement shows ANZ Tennis Ambassador Dylan Alcott (who is a professional wheelchair tennis champion) visualising his savings goal – a holiday to India. The ‘visualisation’ of the holiday to India has been dramatised for comedic effect, with Dylan being chased by a tiger. Approximately half of the world’s remaining tiger population can be found in India, so a tiger is something commonly associated with India. As such, in the Advertisement we see Dylan Alcott moving across a blue screen yelling out “Tiger”, as a tiger chases him. A super is then brought up: “Want to holiday in India?” The end-frame appears that says “See it. Save for it” and shows the ANZ App with a savings account that has been personalised with a savings goal. In this instance, the savings goal is Dylan’s “India holiday savings account”. The end frame has an accompanying voice over of “See it. Save for it. Get on top of your money with ANZ.”*

#### *Response*

*We note that the complaint submitted pertains to section 2.1 of the AANA Code of Ethics. However, you have asked us to comment on how the Advertisement deals with all parts of section 2 of the AANA Code of Ethics.*

#### *2.1 Discrimination or vilification*

*ANZ refutes the claim that the Advertisement discriminates against or vilifies a person or section of the community on account of disability.*

*ANZ strongly agrees with the complainant that ‘Discrimination against non-able people is not ever humorous.’ Representing diversity and inclusion of a broad range of people is important to ANZ, as it reflects the diverse nature of Australia and our customers. The Advertisement is consistent with ANZ’s broader approach to its advertising campaigns of depicting a diverse cross-section of Australians of varying ages, sexes, abilities and nationalities. In this instance, through our sponsored ambassador relationship with Dylan Alcott, we are looking to support inclusiveness and normalisation of people with disabilities.*

*The Advertisement does not demonstrate or imply that the person depicted, who happens to be in a wheelchair, is in any way less capable, strong, clever or brave than an able-bodied person would be in the same situation.*

*Furthermore, Dylan Alcott, an advocate for mainstreaming disability, was fully aware of and supportive of the script, at no time feeling in any way vilified or discriminated against. Indeed, Dylan’s response to how he has been depicted in ANZ’s advertising is*



*very complimentary, because he has been treated in the same way as an able bodied person with no story reference or focus on his wheelchair.*

### *2.2 Exploitative and degrading*

*The Advertisement does not employ sexual appeal in a manner that is exploitative and degrading of any individual or group of people. All actors are appropriately dressed and do not portray or communicate a message of a sexual nature.*

### *2.3 Violence*

*At no time does the Advertisement present or portray violence.*

### *2.4 Sex, sexuality and nudity*

*All actors are appropriately dressed and are not portraying or communicating a message of a sexual nature.*

### *2.5 Language*

*The Advertisement uses language appropriate in the circumstances. The Advertisement does not include any strong or obscene language.*

### *2.6 Health and Safety*

*The Advertisement does not depict material that is contrary to Prevailing Community Standards on health and safety.*

### *2.7 Distinguishable as an advertisement*

*The Advertisement is clearly distinguishable as such to the audience.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

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

The Panel noted that this television advertisement features a well-known wheelchair tennis champion Dylan Alcott being chased by a tiger.



The Panel noted the complainant's concern that the advertisement is discriminatory towards people with a disability.

The Panel 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 Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel noted the advertiser's comments that Dylan Alcott's response to how he has been depicted in ANZ's advertising is very complimentary, because he has been treated in the same way as an able-bodied person with no story reference or focus on his wheelchair.

The Panel considered that the advertisement does not make any direct or implied statements about people who are in a wheelchair, either positive or negative.

The Panel noted that Dylan Alcott is an Ambassador for ANZ, and appears in several advertisements. The Panel considered that the depiction of a wheelchair-using person is not of itself a breach of the Code.

The Panel considered that Dylan Alcott's response to a tiger chasing him is the same as any able-bodied person's would be, and noted that in the advertisement, his wheelchair does not impact his attempt or ability to escape.

The Panel considered that the advertisement content did not humiliate, intimidate, incite hatred, contempt or ridicule of people who use wheelchairs.

The Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of disability and determined that the advertisement did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

