



Case Report

1	Case Number	0141/16
2	Advertiser	ANZ Banking Group Ltd
3	Product	Finance/Investment
4	Type of Advertisement / media	Internet
5	Date of Determination	13/04/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a group of children undertaking tasks around their homes. Once they have finished, their parents pay them pocket money in return for their work. The girls are paid less than the boys and the advertisement poses the question, 'does that sound fair to you' and then it shows the reaction of children to receiving unequal pay for the same task.

THE COMPLAINT

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

*Breached code of conduct concerning dignity of children. Conflict between boys and girls was artificially created by paying boys \$10 and girls \$7 for the same chores.
Used children to convey an incorrect politically ideology, burdening boys with guilt. This is a sexist ad and harmful to the perception of boys and girls.*

THE ADVERTISER'S RESPONSE

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

We note that the complaints submitted pertain to section 2.1 of the AANA Code of Ethics which states: 2.1 Advertising or Marketing Communications shall not portray people 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.

Description of the advertisement:

ANZ Pocket Money online video This video shows a group of children undertaking tasks around their homes. Once they have finished the tasks their parents pay them pocket money in return for the work however the girls are paid less than the boys. The advertisement poses the question 'does that sound fair to you' and then it shows the reaction of children to the unequal pay. The advertisement concludes that 'Its time we changed things'.

You have asked for us to comment on how our ad deals with all parts of Section 2 of the AANA Code of Ethics:

2.1 Discrimination or vilification

The purpose of this case study video was to bring attention to the equality issue of the financial pay gap that exists today between men and women.

Independent research indicates that the national gender pay gap in Australia is 18.8 per cent. The gender pay gap begins early in life and research suggests that girls receive 11 per cent less pocket money than boys.

At the end of the case study, the children in this film were paid for the chores equally and for appearing in the video in line with child welfare regulations.

2.2 Exploitive & degrading Research indicates that the gender pay gap begins at childhood. We therefore felt it was appropriate to have children participate in this video to highlight the gender pay gap issue.

2.3 Violence

Not applicable. There is no violence or harm done to any of the children who participated in the TVC.

2.4 Sex, Sexuality and nudity

All children are appropriately dressed in age appropriate clothing.

2.5 Language

Attached script does not contain any offensive language.

2.6 Health & Safety

Filming was supervised by child welfare authorities and each child's parent/guardian was on set at all times. Working time was restricted to industry standard hours for filming children.

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 complainant’s concerns that the advertisement is sexist and promotes conflict between boys and girls.

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 that the advertisement shows children undertaking chores and receiving pocket money - the girls receive less money for the same chores – and there are comments from both the boys and girls about how this is not fair. The Board noted that the advertisement is referring to the gender wage gap and uses children to highlight the issue.

The Board noted the advertiser’s response that the purpose of the advertisement was to highlight the equality issue of the financial pay gap, based on based on statistical independent research commissioned by ANZ which showed a 19 per cent pay inequity between men and women.

The Board considered that there was some confusion in the community about whether the gender pay gap exists, however the Board noted that there was a general acceptance that the research findings were an accurate representation of the difference between male and female earnings.

The Board considered that the use of children in the advertisement was a powerful way to reflect upon the issue of pay inequality as adults. The Board considered that it may raise questions from children but did not consider that it would create conflict between boys and girls.

The Board considered that by identifying and discussing the gender pay gap 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 gender.

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 complaint.

