



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Ad Standards Limited  
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## Case Report

<b>1. Case Number :</b>	<b>0273-21</b>
<b>2. Advertiser :</b>	<b>Bartercard</b>
<b>3. Product :</b>	<b>Finance/Investment</b>
<b>4. Type of Advertisement/Media :</b>	<b>Radio</b>
<b>5. Date of Determination</b>	<b>13-Oct-2021</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

### DESCRIPTION OF ADVERTISEMENT

This radio advertisement features the voiceover:

Things went a little quiet when people had less money to spend. But, I didn't sit around, I called Bartercard and they had jobs waiting. I filled my downtime used the extra income for advertising, new tools and even took the missus for a weekend away. Bartercard is looking for all trades right now. Call 1300 BARTER, That's 1300 B-A-R-T-E-R. Simple boys, do it during smoko.

### THE COMPLAINT

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

*the ad is offensive to women. it says that you can 'get more out of your missus' through organising a dinner date using bartercard credits. 'get more out of your missus/i mean business using barter card'*

### THE ADVERTISER'S RESPONSE

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

*The complaint made does not represent the actual recording with any accuracy. The complaining party refers as follows. "the ad says what you can purchase using credits,*



*such as a dinner, limousine- a night out with the missus". This is in no way an accurate description of the Radio ad. The Ad is just 1 ad in a series targeting different industries. This particular ad clearly states that Bartercard generated additional sales which the "Tradie" then used to pay for advertising, new tools and "took the missus away for a weekend". The word "missus" is not a derogatory word, is used commonly in the media and the Ad references a business who generated additional income which was able to be used to pay for extra things that might not normally be afforded.*

*The content of the ad clearly shows it is a targeted Ad to a specific industry being the building and trades industry. The ad is also specific in nature where additional jobs/ revenue are gained which in turn allows the "Tradie" to purchase things they might not normally afford including a weekend away with their wife. There is in no way, any offence to woman NOR any inference to the fact that this is way to gain any "favours" or the like from woman. Frankly, we do not see any grounds whatsoever that this complaint has actual factual reference to the actual complaint.*

#### **THE DETERMINATION**

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

The Panel noted the complainant's concern that the advertisement says you can get more out of your missus by using the service.

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

**Section 2.1: Advertising 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.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of:  
Discrimination - unfair or less favourable treatment  
Vilification - humiliates, intimidates, incites hatred, contempt or ridicule  
Gender - male, female or trans-gender characteristics.

**Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender?**

The Panel noted that the phrase referenced by the complainant is not actually used in the advertisement. The Panel noted that the phrase used in the advertisement is, "took the missus for a weekend away."

The Panel noted that it had previously considered the use of the word 'missus' in case 0107-21, in which:



*“The Panel noted the use of the term “missus” and considered that this phrase was not by itself discriminatory, and that in this particular advertisement there was no derogatory context that would make it discriminatory or vilifying.”*

Consistent with the previous determination, the Panel noted that the use of the word ‘missus’ is not in itself negative and is not presented as negative in the current advertisement. The Panel considered that the advertisement does not treat women unfairly or less favourably nor does the advertisement humiliate, intimidate or incite hatred, contempt or ridicule women in general.

### **Section 2.1 conclusion**

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

### **Conclusion**

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.