



Case Report

1	Case Number	0302/13
2	Advertiser	White Ribbon
3	Product	Community Awareness
4	Type of Advertisement / media	TV
5	Date of Determination	11/09/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

An animated advertisement featuring a calendar with crosses on the days as the voiceover provides statistics on how many women suffer from abuse.

THE COMPLAINT

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

The advertisement is deceptive as it only condemns domestic violence against women and therefore is misleading people to believe that only women are the victims of domestic violence and implies that only men are the perpetrators. The advertisement is sexist as it only condemns domestic violence against one gender - women

THE ADVERTISER'S RESPONSE

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

White Ribbon Australia's advertisement (case 0302/13) is an animated advertisement to raise awareness of violence against women and promote the organisation's fundraising initiative to help stop this violence. The advertisement alerts the viewer to the fact that in Australia at least one woman is killed every week by a former or current partner (Chan, A. and Payne, J. (2013). Homicide in Australia: 2008-2009 to 2009-2010 National Homicide Monitoring

Program Annual Report. Australian Institute of Criminology, Canberra).
The fundraising initiative, White Ribbon Night (26 July), invites Australians to have a night in to get the word out about the seriousness of men's violence against women in Australia. It also invites Australians to fundraise in support of White Ribbon Australia's work in preventing this violence. Event ideas are suggested: start a movie marathon, get the barbie on, load up your plates, watch footy with mates, invite two friends or two thousand. The final call to action is to donate, get involved and visit www.whiteribbon.org.au for more information.

White Ribbon Australia's advertisement (case 0302/13) for White Ribbon Night utilises an accurate statistic, obtained from the Australian Institute of Criminology, to highlight the issue of men's violence against women in Australia. The advertisement highlights the issue of men's violence against women without negating other causes or issues.
Intimate partner violence is the most common type of violence against women, affecting 30 per cent of women worldwide, (Garcia-Moreno, C. Pallitto, C. Devries, K. Stockel, H. Watts, C. and Abrahams, N. (2013). Global and regional estimates of violence against women: Prevalence and health effects of intimate partner violence and non-partner sexual violence. World Health Organization, Italy).

White Ribbon Australia is a male-led campaign that exists to prevent men's violence against women in all its forms.

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 as it suggests only women are the victims of domestic violence.

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

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: "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."

The Board noted that the advertisement features a voiceover stating statistics about violence

against women. The Board noted the complainant's concerns that the advertisement does not mention violence against men.

The Board noted the advertiser's response that White Ribbon Australia specifically target men's violence against women and that the statistics they use regarding the prevalence of violence towards women by men were obtained by the Australian Institute of Criminology.

The Board considered that the advertisement does not suggest that domestic violence is only an issue for women and considered that by highlighting the issue of violence against women the advertisement is not negating the serious issue of violence committed against men. The Board considered that it is not discriminatory towards men to highlight statistical information regarding domestic violence against women.

Based on the above the Board determined that, in this instance, that the advertisement did not depict any material that discriminated against or vilified any person or section of society.

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

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.