



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0308-20
2. Advertiser :	Auto Masters
3. Product :	Automotive
4. Type of Advertisement/Media :	Radio
5. Date of Determination	21-Oct-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This radio advertisement has three versions.

30 second version features the voiceover:

VO: Her mum's on the phone, while she's on her skates.

Woman: Careful, honey. Don't get too close to the road.

VO: She skates from the top of the driveway, to test how fast she can go. And suddenly ...

Woman: Wait – STOP!

Sound Effect: Tyres screech.

VO: She's testing your brakes too. STOP and take the time to ensure your car stops in time – and the brakes are ALL you hit. Let Auto Masters test your brakes, before someone else does. Call 1300 Auto Masters.

15 second version A features the voiceover:

VO: Her mum's on the phone, while she's on her skates.

Woman: Careful, honey. Don't get too close to the road. Wait – STOP!

Sound Effect: Tyres screech.

VO: Let Auto Masters test your brakes, before someone else does.



Call 1300 Auto Masters.

15 second version B features the voiceover:

VO: Mum's on the phone...She's on her skates – testing them out. Until, suddenly ...

Woman: Wait – STOP!

Sound Effect: Tyres screech.

VO: She's testing your brakes too. Let Auto Masters test your brakes, before someone else does. Call 1300 Auto Masters.

THE COMPLAINT

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

Sexism and mum shaming in one go! Mum is on her phone implication is she is to blame, female child on skates and decided to test her speed at top of driveway. Male narrative "test your brakes before SHE does"

THE ADVERTISER'S RESPONSE

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

Thank you for the advice of the complaint you received concerning one of our radio commercials. We note that the objection raised the issue of a violation of AANA code of Ethics\2.1 Discrimination or Villification\Gender.

Auto Masters refutes this objection.

Vehicle safety is paramount, for the driver and pedestrians. If your brakes fail to stop you in an emergency, the consequences can be catastrophic. If these commercials cause just one person to have their brakes checked and repaired and an accident is avoided, and a life saved, then they have served their purpose.

The commercial is part of a series, for your reference we have included copies of all of these ads in the set.

The Australian Bureau of Statistics reveal from the 2019 Gender Indicators Report the following:

- 1. For parents with a dependant child aged 0-5 years, only 64% of women participated in the labour force, compared with 95% of men.*
- 2. 94.9% of primary parental leave was taken by women*
- 3. For parents with a child under six the unemployment rate for mothers aged 20–74 years old is about double the unemployment rate of fathers.*



4. In 2018–19, a third of women (32.6%) and just over one in five men (21.5%) aged 20–74 years old were not in the labour force. The largest difference was for people aged 30–34 years old, where women (23.9%) were around three times more likely than men (7.3%) to be out of the labour force (see Data Cube 1, Table 1.17). This may reflect the age group of women more likely to be having children, and taking a major role in their care, since the median age of mothers at birth in 2017 was 31.3 years, as detailed in *Births, Australia, 2017* (cat. no. 3301.0).

5. Statistics from 2006 reveals that women spend 8.33 hours per day taking care of children compared to men 3.55 hours

Deloitte's 2019 Mobile Consumer Survey found that 91% of Australians have a smartphone device.

These statistics support that it is reasonable to depict a woman supervising a child. Our radio commercials lay no blame. They present a real-life scenario, intending to make drivers think about the consequences of failed brakes.

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 noted the complainant's concerns that the advertisement is sexist and shames the mother referred to in the advertisement.

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

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 response including statistics stating that women are typically the primary caregivers of young children and that it is reasonable to depict a mother in the advertisement.

The Panel noted that the advertisement does not specify whether the mother is on a phone call or using her phone in another manner, however considered that it is clear the mother is supervising the child. The Panel noted that the mother in the advertisement does ask the child to be careful, and considered that it is clear she is watching the child.



The Panel considered that there is no suggestion that the mother is being accused of inappropriate behaviour.

The Panel considered that the scenario of a child testing how fast they can go and then being unable to stop is not uncommon and considered that this scenario is not related to the gender of the child. The Panel noted the advertiser's response that there is a version of this advertisement with a male child as the protagonist.

The Panel considered that the content of the advertisement did not show the woman or the child to receive unfair or less favourable treatment because of their gender, and did not humiliate, intimidate or incite hatred, contempt or ridicule of the woman or the child because of their gender.

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 gender 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.