



## Case Report

1	Case Number	0313/15
2	Advertiser	McKenzie Aged Care
3	Product	Professional Service
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	12/08/2015
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.1 - Discrimination or Vilification Age

### DESCRIPTION OF THE ADVERTISEMENT

There are two versions of the advertisement for McKenzie Aged Care. Both feature a 'leisure and lifestyle co-ordinator' called Julie who describes her role and how much she enjoys working with the residents. We see various scenes of residents interacting with staff at an Aged Care facility.

### THE COMPLAINT

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

*Both my son (21y.o) and myself have recently viewed an ad for an aged care facility McKenzie Aged Care. We both are disappointed to hear the narrative of the ad referring to the clients in such an ageist manner. The so called lifestyle coordinator in the ad indicates that the clients still have a heartbeat, so they deserve to be treated basically like a human being until they die. I find this ad offensive on so many levels, I find it to be difficult to believe the ad has not received other complaints. I strongly recommend the content be reviewed before further screening, as it is ageist and offensive to the elderly. I can see why older people refuse to consider such care, if it is portrayed in such a manner by the media. I am 49 and a registered nurse and believe the narrative is condescending to the elderly. I hope my concern is addressed.*

## THE ADVERTISER'S RESPONSE

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

*I refer to your letter in relation to a complaint made to the Advertising Standards Bureau (ASB) about a McKenzie Aged Care Group (McKenzie) television advertisement promoting an aged care residence.*

*Thank you for the opportunity to respond to the complaint. McKenzie does not consider the Advertisement to be in breach of the Code of Ethics. Please find McKenzie's response outlined below.*

### *Description of the Advertisement*

*The 30-second television advertisement features a McKenzie employee describing her role working for the organisation as a Leisure and Lifestyle Coordinator, and her experience working with residents.*

*There are two versions of the advertisement. One end-frame promotes the Heritage Lodge residence and the other promotes the Buderim Views residence.*

### *CAD reference number and CAD rating*

*CAD number: G1KZIMDA (Heritage Lodge), G1KZHMDA (Buderim Views).*

*Rating: G (both versions)*

### *Comprehensive comments in relation to the complaint*

#### *2.1 Discrimination or vilification*

*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 purpose of the advertisement is to position McKenzie aged care homes as not simply somewhere for older Australians to live, but somewhere to enjoy life.*

*The advertisement aims to communicate the values of McKenzie in an authentic and genuine way, by featuring real staff members and residents.*

*The advertisement was not scripted or stage-managed, rather it uses extracts from an interview with a McKenzie employee.*

*The conversational and personal language is intended to communicate to the family members and people who are responsible for the care of older Australians, who are considering care options.*

*The employee speaking in the advertisement is Julie Wolsey, her official title is Leisure and Lifestyle Coordinator. Her role is to provide a responsive and varied programme of lifestyle activities for residents.*

*This is part of McKenzie's unique positioning. McKenzie specifically employs staff dedicated to providing residents with a comprehensive activity program. These staff members also support residents to connect with their family and the community.*

*McKenzie is proud of its Leisure and Lifestyle program, and the staff who deliver it. Recently Julie Wolsey was awarded the Aged and Community Services Australia Employee Award for Queensland. She is known throughout the organisation and community for her passion, enthusiasm and genuine care of residents.*

*McKenzie is proud to manage aged care homes where people are not only cared for but cared about. It is the organisation's mission to enrich the lives of people by providing care with compassion, respect and integrity to promote the health, independence and social interaction.*

*It is one of the organisation's Cornerstones to act with integrity, uphold high standards of honesty and treat people with fairness and respect. The advertisement is in no way intended to be ageist.*

*The advertisement has aired many times over the past 12 months and we have received extremely positive feedback from residents, families, staff and the industry.*

*The advertisement does not vilify, humiliate, intimidate, incite hatred towards, contempt for, or ridicule aged Australians.*

*2.2 Exploitative and degrading*

*2.3 Violence*

*2.4 Sex, sexuality and nudity*

*2.5 Language*

*2.6 Health and safety*

*The advertisement does not raise any concerns under these clauses of the Code of Ethics.*

*Thank you and we welcome your feedback.*

## **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 concern that the advertisement depicts references to aged care clients in a manner which is ageist.

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 this television advertisement features an employee of McKenzie Aged Care describing her role and the residents she works with.

The Board noted the complainant's concern about the reference to the clients still having a heartbeat. The Board noted the phrase used by the employee in the advertisement is, "as long as that hearts tick they still have needs and desires..."

The Board noted that the overall theme of the advertisement is around meeting the needs of the aged care facility residents and considered that the statement regarding hearts ticking is not intended to be negative but to highlight that older people are still people. The Board acknowledged that some members of the community could find the tone of the advertisement to be patronising but considered that overall the advertisement does not depict material which discriminates against or vilifies a person or section of the community on account of their age. 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.