



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0377/18
2	Advertiser	Toyota Motor Corp Aust Ltd
3	Product	Vehicle
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a father and his daughter driving to her school to present at a Parents Career Day event in a classroom. The father presents after other parents including a firefighter, a nurse and a pilot have spoken about their jobs. The father explains a day in his life which involves a series of activities such as fixing a fence, laying bricks, organising his daughter's birthday party, pulling together sums for a job etc. The father's oral discussion of the activities is supported by a quick montage of imagery to explain the activities. Once he finishes, a child asks, "what do you do again?", to which the father responds "I Drive a HiLux".

THE COMPLAINT

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

The sexist career stereotypes. The fact is that there is sexism in pretty much every advertisement on TV today and it's simply not good enough. Ads should be cleared before they air. None of the women are relatable. The Aldi ad has an alien





encouraging kids to hurt themselves playing with trolleys while other retailers continue to broadcast safety warnings about kids and trolleys. Clearly no one actually monitors or regulates.

THE ADVERTISER'S RESPONSE

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

The complaint

In your letter you advise that the complaint was received on 10 August 2018, which stated:

"Ad Description: Patents (sic) telling school kids what they do for a living. No prizes for guessing the female for was nurse".

"Reason for Concern: The sexist career stereotypes. The fact is that there is sexism in pretty much every advertisement on TV today and it's simply not good enough. Ads should be cleared before they air. None of the women are relatable. The Aldi ad has an alien encouraging kids to hurt themselves playing with trolleys while other retailers continue to broadcast safety warnings about kids and trolleys. Clearly no one actually monitors or regulates."

You have advised that the complaint falls under section 2 of the AANA Advertiser Code of Ethics (AANA Code). Whilst specific subsections of section 2 have not been identified, Toyota assumes that the content of the complaint relates to Section 2.1 of the AANA Code – Discrimination or Vilification of Gender.

Toyota is of the view that sections 2.2, 2.3, 2.4, 2.5 and 2.6 of the AANA Code are not relevant to the Advertisement.

Toyota response to complaint

The Advertisement is intended to demonstrate a father's wish to make his daughter proud of his career and his presentation to her classmates. The Advertisement includes a variety of parents and careers. There is a near even split of females (8 support characters) and males (9 support characters) in the Advertisement. Each of the characters have easily identifiable careers such as a pilot, fire officer, teacher, nurse, and police officer to name a few have been integrated into the content.

Toyota feels that this depiction does not stereotype careers as gender-specific. This is evidenced by, a female police officer visible in the Advertisement and the father



organising a birthday party for his child. To convey the key storyline, only characters whose professions require a uniform, were depicted in their uniforms in the quick cuts, with a large contingent of parents visible in various attire to reflect broader careers and industries. Toyota takes great care in ensuring equal opportunity and diversity is part of our overall business approach.

A digital copy of the Advertisement has been enclosed with this letter, together with a copy of the script. [Click here for digital copy.](#)

In light of the above, Toyota submits that the complainant has misinterpreted the content of the Advertisement and the Advertisement has not breached the AANA Code. Consequently, Toyota requests that the complaint be dismissed.

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 concern that the advertisement is sexist.

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 that this television advertisement features a father going to career day at his daughter's school.

The Panel noted the complainant's concern that the parents were portrayed in stereotypical gender roles, such as a female nurse and a male pilot and firefighter.

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 considered that while the first three characters in the advertisement may



have been in stereotypical roles, not all characters in the advertisement were. The Panel considered that there was also a female police officer in the background and when the pilot asked who else would like to be a pilot many of the girls in the class raised their hands.

The Panel noted the practice note for this section of the Code states:

“Stereotypes may be used to simplify the process of communication in relation to both the product offered and the intended consumer. As such, advertisements may feature people undertaking gender-stereotypical roles ... or displaying gender-stereotypical characteristics... but they should take care to avoid suggesting that stereotypical roles or characteristics are:

- always associated with that gender;
- the only options available to that gender; or
- never carried out or displayed by another gender.

as this may amount to discrimination on the basis of gender.”

The Panel considered that the advertisement did feature some people in gender-stereotypical roles, however there was no suggestion in this advertisement that these roles are only associated with this gender, that they are the only options available to those genders, or that they are never carried out or displayed by another 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.

