



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0482/18
2	Advertiser	Camel Rock Brewery
3	Product	Food / Beverages
4	Type of Advertisement / media	Radio
5	Date of Determination	14/11/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Mental Illness

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features the voiceover:

FVO – Professor, what are you examining in your microscope?

MVO – Ah, Doctor, look at this! I have found a perfect holiday environment

FVO – It’s amazing! Look at all the fun those families are having!

MVO – Indeed, the youngsters are all over the jumping pillow, lots of people are on the lake with canoes, kayaks and stand-up paddle boards...

FVO – What do they use for food and drink?

MVO – The Camel Rock Brewery and licensed Café has everything for their needs.

FVO – I found their website – wallaga lake holiday park.com.au
MVO – Doctor, I think we need a holiday!

FVO – Professor, if we’re seeing all this in your microscope, I think we need a psychiatrist!

THE COMPLAINT

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



This is ridiculing people with a mental illness.

THE ADVERTISER'S RESPONSE

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

My only response is that I cannot believe that someone has taken offence to the advertisement as there is no ridicule or muck poked at people with mental illness. We were trying to design a fun advertisement along the lines of a David Attenborough documentary.

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 ridicules people with a mental illness.

The Panel reviewed 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 that this radio advertisement depicts two scientist characters appearing to view features of a holiday park through a microscope. The advertisement ends with one scientist saying "Professor, if we're seeing all this through your microscope, I think we need a psychiatrist!"

The Panel noted the complainant's concern that the advertisement ridicules people with a mental illness.

The Panel noted the final line of the advertisement, and considered that a reference



to a person seeing a psychiatrist does not of itself constitute discrimination or vilification.

The Panel considered that the advertisement is clearly exaggerated, and contains no message about mental health or psychiatric disorders.

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 mental illness 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.

