



Case Report

1	Case Number	0503/15
2	Advertiser	Australian Business Academy
3	Product	Employment
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	20/01/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Lifestyle Choices

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement encourages viewers who are seeking career progression, a new career or looking to join/re-join the workforce to consider the opportunity to study the appropriate educational courses. We see examples of people considering changes in career, presenting a current situation, a man on a building site, a woman at home with children, and a possible future situation, the same man in an office, the same woman working in an office, that may be assisted by undertaking an educational training course.

THE COMPLAINT

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

This implies that a mother bringing up her children isn't valued.

THE ADVERTISER'S RESPONSE

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

In the example in question we show a woman interacting with her children. She is then later seen in a corporate environment interacting with her colleagues.

Presenting an opportunity for people to undertake education to assist in re-entering the

workforce or to improve skills and productivity for career progression is consistent with community values and many government policies. This does not present or imply any value judgement upon the current situation presented in the TVC.

The advertisement does not discriminate, vilify, exploit or degrade any type of person, their skills, or how they contribute to society. We believe it communicates the product with sensitivity, as per Section 2 of the Code of Ethics .

At no point during the commercial do we promote or encourage any of the following parts of Section 2 of the AANA Code of Ethics:

- *2.1 - Discrimination or vilification*
- *2.2 - Exploitative and degrading*
- *2.3 – Violence*
- *2.4 - Sex, sexuality and nudity*
- *2.5 – Language*
- *2.6 - Health and Safety*

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 implies that a mother bringing up her children is not valued.

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 this television advertisement features various people who are seeking to improve their prospects at work.

The Board noted that one of the people shown in the advertisement is a woman described as moving “from this [at home with children] to this [in an office environment]”. The Board noted the complainant’s concern that this portrayal of a woman progressing from the home to work suggests that there is no value in being a mother.

The Board noted that the woman is just one of a number of people depicted in the advertisement and considered that in the context of a product aimed at helping people enter the workplace as well as progressing within it, the depiction of a woman who has gained skills which help her work is not of itself a suggestion that mothers are not valued but rather that if you are ready to move in to the workplace the advertiser can help. The Board noted that the children depicted with the woman in the advertisement are older children and considered that it is not unreasonable to suggest that a mother who has raised her children to school age might be considering entering, or re-entering, the workplace. The Board noted that the men depicted in the advertisement are already in the workplace and are depicted as wanting to advance their career prospects and considered that it is still the case in modern

society that women are more likely than men to take a break from work to raise children and that the advertisement's depiction of this not uncommon scenario is reflective of society and is not discriminatory.

The Board considered that the advertisement did not suggest that being a full-time mother is not of value and did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of their gender.

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.