



CASE REPORT

1. Complaint reference number	10/99
2. Advertiser	University of Tasmania
3. Product	Education
4. Type of advertisement	Cinema
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement includes the following scenes:

1. (In sepia tones) An elderly man cycles down a road delivering newspapers in the early morning;
2. An elderly woman is shown cleaning windscreens on motor cars. She offers to clean the window of a young male driver and then proceeds to take a long time to do so. A line of traffic gathers behind him while she completes the task;
3. An elderly man serves food in a canteen. As he serves coffee and chips he shakes violently.

The words, 'Life is short. Get a degree' are then superimposed on the screen followed by a series of visuals of young people/students studying a variety of courses.

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

'(The advertisement) is unnecessarily derogatory to the elderly...'

'(The advertisement's) intention seemed to be that students should enrol at the University of Tasmania or they too would end up in dead end jobs. This is a blatant example of ageism.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board, while appreciating the complainants' personal viewpoints, noted the employment of parody in this advertisement and determined that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board was satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.