



CASE REPORT

1. Complaint reference number	102/00
2. Advertiser	Clifton & Associates
3. Product	Employment
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘We leave no stone unturned ...in finding you the right job!’, depicts a scene of the Australian outback with a superimposed image of an upside-down Ayer’s Rock (Uluru). At the bottom of the advertisement, the advertiser, its telephone number, the nature of its business and its website are identified.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

‘If you have no religious feelings, you should at least respect those of others. This poster does nothing to advance the process of reconciliation, one of the most important tasks facing Australia as a nation today.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the portrayal of Ayer’s Rock (Uluru) within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.