



CASE REPORT

1. Complaint reference number	107/98
2. Advertiser	Falls Creek Ski Lifts Pty Ltd
3. Product	Leisure & Sport
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 August 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Woman (Caller): You see, our grandmother badly needs a plastic hip replacement... It's just, well, we were thinking about paying for her to have it done – so that she can get up and about again. Then we saw your ad and read your brochure. Look, can we book a week's holiday for two in one of your ski chalets?

Male voiceover: Spend your money on something really worthwhile... Falls Creek. Ski hard, party hard.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I think that (the advertisement) discriminates against older people, and...contributes to and promotes a negative view of older people, and devalues the existence of older people'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that this advertisement did not constitute discrimination or vilification. The Board dismissed the complaint.