

CASE REPORT

1. Complaint reference number	11/02
2. Advertiser	World Vision Australia
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Other - Miscellaneous
6. Date of determination	Tuesday, 12 February 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with captions: ‘What’s your world vision for the new year? Is it this?’ It continues with images of a black child in Mozambique, hunting rats and killing them for his family to cook and eat. The vision is supported by a voiceover: ‘Chafule is only eight years old. His father died leaving him to provide for his family. He kills rats and, though they’re filled with disease, the family must eat them or starve. He is constantly sick from drinking contaminated water. But Chafule has no choice. He must hunt the rats so his family can survive another day.’ Another caption follows: ‘Or is it this?’ Images follow of Basazin, aged eight, in Ethiopia, along with scenes of him at school. The voiceover says: ‘Basazin’s life was not dissimilar to Chafule’s until someone sponsored him through World Vision. Now, he and his community have the basics they need to build a better life.’ With contact details superimposed over repeated vision of Chafule extracting the rats from a hole, the voiceover concludes: ‘Please, visit our website or call World Vision on 13 32 40 today.’

THE COMPLAINT

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

‘I am originally from Ghana in West Africa and can appreciate how such charitable organisations endeavour to help secure a better future for some of these kids. Having said that, I feel that the commercial that shows children in Mozambique killing and roasting rats for a meal is quite frankly, too gross’

‘I do not think this is an appropriate advertisement. I have watched many other World Vision advertisements and have not found them offensive, but I do find this one so.’

‘..... this ad is too graphic. My children and I are disturbed by this ad.’

“Every time this ad is on, my stomach instantly turns and I go off my lunch I’m around 3 months pregnant I actually vomited and I’ve had enough.”

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 determined that the advertisement did not breach the Code in relation to the portrayal of violence.

It further determined that, on the basis of prevailing community standards, the material did not contravene any other provisions of the Code. Accordingly, the complaint was dismissed.