



CASE REPORT

1. Complaint reference number	114/00
2. Advertiser	HomeStart
3. Product	Finance/Investment
4. Type of advertisement	Print
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 print advertisement shows two women at a hairdressing salon, one seated under a hairdryer and the other holding a cup and saucer and saying (words as bubble caption), 'We had to sell the kids yesterday, the place we're renting doesn't allow animals!'

THE COMPLAINT

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

'As a Family and Child Health nurse, I was appalled at the insinuation of the text. Much of a Child Health nurse's role is building confidence and self esteem in families and children and this type of advertising does little to help. Hopefully you may be able to have the advertisement withdrawn and may I dare to suggest, an apology from 'Home Start' (sic) to our children.'

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 determined that the material contained within the advertisement did not constitute discrimination or vilification and did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.