



## **CASE REPORT**

1. Complaint reference number	119/02
2. Advertiser	Devine Ltd
3. Product	Real Estate
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement provided for the Board's review features a photograph of a coffee-drinking couple on the balcony of Casino Towers, with most of the surrounding text appearing in Chinese. At the foot of the advertisement, English text includes: 'Another quality development by Devine Limited,' and contact details for Billy Hong, whose photograph appears alongside.

## **THE COMPLAINT**

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

*"The basis of my complaint is that the ad for real estate property in Qld is almost entirely in Mandarin, apart from a few token English lines. It is obvious that information available to a Chinese reader is not duplicated for an English-speaking person...This ad should appear only in a Chinese paper! This is Australia, we have English as our common tongue, not Mandarin."*

## **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 considered the complaint together with advice from the advertiser showing that a campaign in English ran simultaneously with that in Chinese.

The Board determined that the advertisement in Chinese did not represent discrimination or vilification as represented in the Code, and that the material did not contravene the Code on any other grounds.

Accordingly, the Board dismissed the complaint.