



CASE REPORT

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| 1. Complaint reference number | 121/99 |
| 2. Advertiser | Australian Polish Review |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement showed footage of a street protest conducted by the Serbian community (in Australia). Some of the banners that people were holding included the wording, ‘Kosovo is Serbian’ and ‘The Serbian people want a peaceful solution’ and ‘Kosovo is Serbs-soul’. In addition, the following words were superimposed on the screen at various intervals, ‘Stop the aggression against Serbia’ and ‘Allow the sovereign state of Serbia to rule itself.’

THE COMPLAINT

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

‘...this advertisement is out of taste with a huge humanitarian crisis going on in Albania.’

‘I found (the advertisement) totally unacceptable, un-Australian and an insult to the spirit of all ANZACS...cannot couch this complaint adequately enough to show my repugnance of it and to ask that it, and similar racially intolerant advertisements, be barred from Australian airwaves.’

‘I understand that this is a democratic country and lets freedom of speech, advertising and so forth...This is hostile open “spitting” at the country who shelters and feeds them...’

THE DETERMINATION

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

Board members noted that it is not their role to determine the issue of whether or not such political advertisements should be permitted in our society. That is the role of the Parliaments of Australia.

In relation to the content of this particular advertisement, the Board, while appreciating complainants’ personal points of view, determined that the advertisement did not depict material that could be construed as constituting discrimination or vilification and did not breach the Code on this ground. Board members were satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.