



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 124/01 |
| 2. Advertiser | Bayswater Car Rental Pty Ltd |
| 3. Product | Travel |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement, captioned ‘20 y olds accepted’, depicts the face of an Aboriginal boy with bubble text, ‘...no birds’. The text of the advertisement comprises the advertiser’s logo, details of the vehicles offered and their rates, and branch contact details.

THE COMPLAINT

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

‘To me it is offensive since it seems to cynically associate Aboriginal youth with under-age car driving (or stealing). A young Aboriginal portrait on a car ad is otherwise inexplicable.’

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

The Board, in reaching its determination, drew a distinction between the juxtaposition of the wording and picture in this advertisement and that of an earlier Bayswater Car Rental advertisement (captioned ‘half the rate’), complaints about which were upheld (Reference 354/00, 12 December 2000).