



## **CASE REPORT**

1. Complaint reference number	125/02
2. Advertiser	Macquarie University
3. Product	Education
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

In this print advertisement, a woman is portrayed in a photograph as having been stabbed in the back alongside a headline caption reading: ‘There is another way to get that job you want.’ Smaller text reads: ‘If someone else has the job you’d kill for, get it with a postgraduate degree from Macquarie University. Your undergraduate degree may have got you into your career, but a postgraduate qualification will help you secure the promotion you’ve always dreamed of.’ A Macquarie University logo appears alongside contact details, and a caption reading: ‘Do A Postgraduate Degree.’

## **THE COMPLAINT**

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

*“It is disappointing that the advertiser is the Macquarie University Sydney, an institution which should know better and should be made aware of this.”*

## **THE DETERMINATION**

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

Noting the advertiser’s advice that the campaign had intentionally employed non-literal reference to murder and death in its text and imagery, the Board determined that, under prevailing community standards, the majority of people would not take exception to the content of the advertisement.

The Board found that the material did not constitute a contravention of the Code’s provisions relating to the portrayal of violence, and that it did not contravene the Code on any other grounds. Accordingly, the complaint was dismissed.