



CASE REPORT

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| 1. Complaint reference number | 14/00 |
| 2. Advertiser | CareerOne |
| 3. Product | Employment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a split screen image of a man and a woman discussing their recent application for employment in the same position. Both repeat the same phrases ‘I’m fully qualified ... I’ve worked my way up to this for 15 years ... I could bring a lot to it ... I’m ready for this’, until the man says ‘I logged on to CareerOne, found the job and got the job’. The woman looks disturbed and then says ‘I didn’t’.

THE COMPLAINT

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

“I find the advertisement’s overt promotion of inequality and unequal opportunity a contravention of international treaty obligations and Australian federal and state law.”

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 portrayal of the two characters within the advertisement did not constitute discrimination or vilification, noting that the distinction being drawn between them was merely their use of the service being promoted, with no suggestion of the distinction having been made on the basis of gender. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.