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1. Complaint reference number	15/01
2. Advertiser	AAPT Ltd (Mates)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Miscellaneous
6. Date of determination	Tuesday, 13 February 2001
7. DETERMINATION	Dismissed

There are four television advertisements. The word ‘mate’ is in every instance pronounced as an energetic, raucous, elongated ‘ma-a-a-a-a-a-a-a-ate’. Each advertisement has text describing the service and conditions and, to sound effects of a choral chant, ‘A, A, AAP, AAPT Smartchat’, each advertisement concludes with the advertiser’s logo, telephone number and website.

4. 'Kids': The advertisement begins with a shot of the hall of a house where a telephone is ringing. A little girl carrying a doll picks up the phone and says, 'Hello'. 'Mate', says the caller, a second little girl, to whom the first responds likewise. (Text) The first little girl puts her doll to the telephone mouthpiece, saying 'Mate' in a baby voice.

THE COMPLAINT

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'The depiction of people screaming over the phone to each other in a blabbering idiotic manner are (sic) most degrading to the categories of people shown in the advertisement – ie elderly women, clergy, migrants, children.'

'It is not only annoying and offensive, but also demeaning to older Australians.'

'This advertising material is puerile, tasteless, offensive to the eye and the ear, a shocking example to young Australians and a massive desecration of the ideal of Australian mateship.'

'I find them most offensive as they make all Australians look like idiots and that this is the way we answer and talk on our phone (sic).'

'It is extremely loud, irritating and rude – an example of very bad behaviour which even uses children. What a bad example to our children!'

'..... such an add' (sic) plays into the hands of those people who take pleasure in making nuisance phone calls

'It is an insult to anyone's intelligence to expect him or her to listen to such a ridiculous and unpleasant noise. Surely this type of advertisement cannot be deemed suitable to inflict on the viewing public.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board, while appreciating the points of view expressed by some complainants that the advertisements were discordant, felt that the material within them neither constituted discrimination or vilification nor contravened prevailing community standards. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.