



## **CASE REPORT**

1. Complaint reference number	163/99
2. Advertiser	Domestic Violence Prevention Unit, Queensland Department of Families Youth & Community Care
3. Product	Community Awareness
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement is headed ‘We can be free from domestic violence’, below which are four cartoon style illustrations. The first shows a man holding a woman by her arm, the woman saying ‘NO’ and the caption reading ‘Physical and sexual abuse is wrong’. The second shows a man yelling at a child who is crying and covering their ears with their hands, the caption reading ‘Emotional and verbal abuse is wrong’. The third shows a crying woman talking on a telephone, with the caption ‘Tell someone about it. There is help’. The fourth shows a woman, apparently celebrating, with the caption ‘You are strong. You can survive’. Below the illustrations are the words ‘Domestic Violence Prevention Week 9-15 May’

## **THE COMPLAINT**

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

*“... blatantly sexist and discriminatory in that it only portrays men as being capable of domestic violence.”*

*“... discriminatory, because no effort is made to offer helpful information to male victims of domestic violence regarding services they could access.”*

*“The advertisement is misleading and offensive.”*

## **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 material depicted within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards. It was noted that the advertisement was intended to increase community awareness of an important social issue. Advice from the advertiser that it was endeavouring to focus upon those areas of domestic violence that involved the greatest potential impact was also noted. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.