



CASE REPORT

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| 1. Complaint reference number | 170/02 |
| 2. Advertiser | Meat & Livestock Australia Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on a scene of a small girl silently eating a lamb chop, held by the ‘handle’ bone, with obvious enjoyment. She looks to the camera and uses sign language to say (as shown by superimposed captions): “I love eating lamb chops because I can use my hands.” She laughs and returns to eating the lamb chop. The advertisement concludes with a graphic comprising a caption reading: ‘We love our Lamb chops,’ and a stamp reading: ‘The Flavour of Australia.’

THE COMPLAINT

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

“It is discriminating against deaf people. I have a disabled daughter and understand only too well what it means to be shown up in public.”

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 noted advice from the advertiser that the advertisement had received significant support from the deaf community, with the Australian Association of the Deaf consulted at concept stage and providing a letter stating its view that “it is an excellent advertisement and shows deaf people in a positive, non-patronizing light.”

The Board determined that the advertisement did not contravene the Code in relation to the portrayal of people with disability.

It further determined that the content of the television commercial did not breach any provision of the Code, and dismissed the complaint accordingly.