



CASE REPORT

1. Complaint reference number	175/01
2. Advertiser	Tourism Queensland (Say G'Day)
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a graphic featuring the words “G’day. Enjoy your stay,” before showing a woman of Asian appearance arriving at an airport. Pausing to check her ticket, she drops her purse. This is noticed by a young boy waiting for his mother who is making a telephone call. The boy goes to return the wallet to the Asian woman, who mistakes his bending to pick it up as bowing, which she reciprocates before realising the boy’s intention, causing her to smile. The advertisement concludes with a caption reading “We can all do something to make visitors feel welcome in Queensland .”

THE COMPLAINT

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

“Whilst having no objection to the caption itself, I do take exception to a small Australian boy bowing to an Asian Lady before he returns her purse (which she has dropped}. Having lived through the Second World War, also being an ex-Service Woman myself, I can never forget the horrendous crimes perpetrated against Australian men and woman who refused to bow to their Japanese captors. This commercial (I feel) is an insensitive insult to all those Australians who suffered and died at the hands of the Japanese.”

THE DETERMINATION

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

While acknowledging that the sentiments of the complainant could be shared by many people, the Board expressed the view that the majority would find the demonstrated behaviour quite acceptable. Consequently, the Board found the advertisement did not constitute discrimination/vilification as represented in the Code. As the material did not contravene the Code on any other grounds, the complaint was dismissed by the Board.