



## **CASE REPORT**

1. Complaint reference number	177/06
2. Advertiser	Wise Employment
3. Product	Employment
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 May 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a red banner headline stating “I can handle any crisis. I’m a SOLE PARENT”. The advertisement continues in smaller type “If your children are over 8, we can help you get back in the workforce again. With all the training and family-friendly advice you may need to get there. Don’t put it off any longer. Call us. Wise is a not for profit Job network provider, specialist disability employment agency and registered training provider. All surplus is reinvested to make our services even better.”

## **THE COMPLAINT**

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

*It may give Sole Parents the wrong idea that the expectation is on them to handle any crisis. There is already a high rate of mental illness in society.....what about those Sole Parents who cannot handle any or all crisis situations?*

*It is also saying that those who are NOT SOLE PARENTS are in some way deficient.  
(complainant’s capitalisation)*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The intention is to BUILD the self esteem of sole parents by recognising and acknowledging what a huge job it is to bring up children on your own. The suggestion is that if you can handle being a sole parent, you can handle just about anything. In this way, the ad is meant to be complimentary, acknowledging and confidence building.*

*The use of the word “crisis” is somewhat tongue-in-cheek and meant to add a touch of humour through exaggeration.*

*We do not agree that the ad does not support NON sole parents or that the ad puts further pressure on sole parents and the complainant is incorrect in her assumption that the ad is most likely geared to women as it is geared to sole parents irrespective of their gender.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”). In particular, the Board considered whether this advertisement breached section 2.1 of the Code in portraying people or depicting material in a way which discriminates against them.

The Board did not find that the advertisement discriminates against sole parents in any way.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.