



CASE REPORT

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| 1. Complaint reference number | 179/99 |
| 2. Advertiser | Am-Boss Access Ladders Pty Ltd |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘Forget about those shaky stepladders’ and includes a photograph of a woman climbing a ceiling ladder holding a pair of skis. The woman is wearing a blouse, mini skirt and high heeled shoes.

THE COMPLAINT

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

“I find this ad sexist because of the ridiculously short skirt ... offensive because it is showing a woman stupidly using a ladder in high heels.”

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 depiction of the woman within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.