



CASE REPORT

1. Complaint reference number	189/99
2. Advertiser	PizzaHaven (SPARC Disability Foundation Inc.)
3. Product	Food
4. Type of advertisement	TV
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 television advertisement begins with a scene of the tennis player Lleyton Hewitt, shown from the waist up, playing tennis. Various shots are shown of the ball being missed and being struck into the net, followed by shots and voiceover of the 'Big Serve' pizza/cake home delivery special. Lleyton Hewitt is then shown again, saying 'If you reckon tennis is hard, you should try doing it in a wheelchair' as the camera pans out to show him seated in a wheelchair. He continues 'That's why Pizza Haven is donating \$1.00 from every Big Serve to assist athletes with disabilities. These guys are champions ... they deserve your support' as he is shown walking towards the net as his opponent, a woman in a wheelchair, approaches from the other side.

THE COMPLAINT

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

"He [Lleyton Hewitt] is well known and a very capable person ... who due to good luck can get out of a wheelchair whenever he wishes, unfortunately, wheelchair bound tennis players do not have this choice ... Pizza Haven did have a disabled person in the ad, but not in a speaking role or give their name in any credit"

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 portrayal of Lleyton Hewitt, within the overall context of the advertisement, did not constitute discrimination or vilification and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.