



## **CASE REPORT**

1. Complaint reference number	191/99
2. Advertiser	Telstra Corporation Ltd
3. Product	Telecommunications
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 farmer saying ‘Yeah, out here we’ve got 6,000 sheep and 148,000 hectares. I’m mostly here on my own.’ A number of different scenes are shown of him working on and flying over the property. He continues ‘A few years ago, I started working with a phone company. Now, with a satellite telephone I can dial up to the satellite, back to the bore and actually turn pumps off and on and control the water. Marvellous stuff. Now the same mob is experimenting with putting little cameras out. Makes my life a lot easier.’ The farmer is then shown sitting at a computer being watched by four other men and a boy. As he operates the computer, which shows various sites on the property, he says to the others ‘I can monitor boreholes from here now. It rings up the satellite, back to the tower and turns the pump on.’ A woman enters the room carrying a tray of sandwiches and says ‘Anybody feel like a lamb sandwich?’ Some of the men turn towards her, say ‘No thanks’ and then turn back to watch the computer. The farmer continues ‘Look at this you fellows. Pump on, sheep drink. When you look at it, this is really, really just the beginning.’ The advertisement concludes with a shot of the Telstra name and logo

## **THE COMPLAINT**

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

*“This ad perpetuates the stereotype of men getting the job done, while the woman hovers supportively in the background, offering food that is not needed and being ignored as totally irrelevant.”*

*“This supports the notion that science and technology are for men and that women are only useful in the kitchen.”*

## **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 the people concerned did not constitute discrimination or vilification and did 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. In passing, the Board noted the advertiser’s advice that the advertisement had been subsequently modified.