



CASE REPORT

1. Complaint reference number	192/99
2. Advertiser	Queensland Ambulance Service
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a scene of a two-storey house. A woman, dressed in a shirt, walks out on to the upper floor balcony and throws an armful of clothes over the balcony railing. She goes back inside the house, then returns and throws over the railing a portable radio/cassette player, which is then seen to break into pieces as it hits the footpath. The woman goes back inside the house, then returns with a suitcase, which she throws over the railing. Finally, she goes back inside the house and returns with a man, dressed in tee shirt and shorts, who she also throws over the balcony railing. The words ‘Changing address?’ appear on the screen, followed by ‘Call Queensland Ambulance ... We’ll keep you covered’. In the final scene, the man is seen picking up his clothes and suitcase as a football appears from above and hits him on the head.

THE COMPLAINT

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

“I am sickened by the way in which violence against males by females is encouraged and used to promote social messages.”

“This particular advertisement would suggest that domestic violence is acceptable and humorous when the violence is directed towards men.”

“Domestic violence is not amusing – depicting a female perpetrator does not legitimise family violence and I find the concept offensive.”

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 events, when viewed within the overall context of the advertisement, did not breach the Code and would not offend prevailing community views and standards. It was noted that the man appeared at the end of the advertisement without injury and that the question ‘Changing Address?’ reinforced the humorous and fictitious nature of the events. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.