



CASE REPORT

1. Complaint reference number	194/98
2. Advertiser	Merrylands RSL Club Ltd
3. Product	Entertainment
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 December 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement includes the following script:

(Female narrator) ‘Like the rest of Merrylands, the brasserie...is very multi-cultural. Trevor, the head-chef is Indian and Marty is Maltese. Naturally, they bring their home country’s flavours to the kitchen so your taste buds can travel the world...but what about the Australian born chefs, Chad and Gerard, what do they do?’

(A male voice with an Indian sounding accent replies) ‘They have a full time job just keeping the pots shiny for me.’

(Another male voice with an Australian sounding accent asks) ‘How’s this?’

(The Indian sounding accent replies) ‘Almost perfect. Now, keep scrubbing.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘...I find it offensive in the extreme to hear Australians being denigrated...the migrant chefs’ talents and abilities are lauded while the Australian chefs specifically are relegated to being “too busy” scrubbing pots for the migrant chefs to be able to do anything else...Are we to believe that anyone born here, regardless of ethnicity, race, culture or creed, is inferior to someone born elsewhere...(the advertisement) will do wonders for the struggling self esteem of our young people.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Members of the Board were of the view that the advertisement’s portrayal of the people concerned did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.