



CASE REPORT

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| 1. Complaint reference number | 197/99 |
| 2. Advertiser | Wizard Financial Services Group (ewizard.com.au) |
| 3. Product | Finance/Investment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement includes a illustration comprising a woman, with head shaved and dressed in a tight fitting metallic bodice and shorts with knee length high heeled boots. The woman is touching the keyboard of a computer, which appears to be resting on a pair of women's legs of silvery hue and wearing high heel shoes. The accompanying text reads 'Be your own bank manager. Before you talk to anyone, find out exactly how much you can afford to borrow with the ewizard home loan calculator. Just go to ewizard.com.au, click on the calculator and crunch the numbers for yourself. Ewizard.com.au. No judgements. Just home loans.'

THE COMPLAINT

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

"I find it extremely distressing and offensive to see a woman's naked bottom and legs cut off at the waist ... To me this image is profoundly violent towards women ... I also object to the use of the sexualised pose and dress of the black model ..."

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 images contained within the advertisement did not constitute discrimination or vilification, nor did its treatment of sex, sexuality or nudity contravene prevailing community views and standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.