



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 2/99 |
| 2. Advertiser | Shortland Wetlands Centre |
| 3. Product | Sport & Leisure |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 February 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a series of visuals of a family enjoying a day out at the wetlands. The voiceover (voice of a young person) includes the following, 'It's really cool at the Wetlands ... there's a café or you can check out mum's sausage sizzling skills on the barbecue (visual of mum cooking food on the barbecue)...I told dad about it and he reckons next time he'll come along for the ride...that's excellent so we can go canoeing.'

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'(T)he advertisement (aimed at children) promotes the view of traditional gender roles...It seems to me that this is a blatant, rather than implied, restriction of parental roles to mum cooks and dad's more able to cope with rowing of a canoe. The canoes are light and quite safely operable by both sexes.'

THE DETERMINATION

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

The Board determined that the advertisement did not constitute discrimination or vilification and did not offend the Code on this ground. The Board was satisfied that the advertisement did not offend any other section of the Code and dismissed the complaint.