



CASE REPORT

1. Complaint reference number	20/00
2. Advertiser	Delfin Property Group Ltd (Craigieburn Garden Villages)
3. Product	Real Estate
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises various scenes of the ‘Craigieburn Garden Villages’ property development and features a number of residents discussing its attractions. In one scene, a woman says ‘Everyone’s just so friendly, everyone says ‘Hi’ ... it’s like, if you’re not wearing overalls, you must be a neighbour’.

THE COMPLAINT

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

“I was horrified by the closing line ... there was no doubt about the message ... and this is Australia !”

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 remarks made by the woman within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.