



## **CASE REPORT**

1. Complaint reference number	203/00
2. Advertiser	Random House Aust Pty Ltd ('Down Under' by Bill Bryson)
3. Product	Other
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement depicts Uluru (Ayer's Rock), upon which a scaffold has been erected bearing the signs, 'Bill Bryson's Down Under' and 'Strewth!' Below the rock are the words, 'Available now at all good booksellers.'

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*'Uluru is a sacred site and has a very strong symbolic character for many people. And one should not try to make money with (sic) what is spiritually so important for another culture.'*

## **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 portrayal of Uluru (Ayer's Rock) within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code of these or any other grounds. The Board, accordingly, dismissed the complaint.