



CASE REPORT

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| 1. Complaint reference number | 205/00 |
| 2. Advertiser | NSW Health Department |
| 3. Product | Employment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 July 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Nurses put their heart into it!’, comprises text beginning ‘Meet Emma. She’s 21’ and a photograph of a smiling young woman rolling back the sleeve of her nurse’s uniform to reveal on her upper arm a tattoo/transfer of a heart pierced by an arrow and bearing the word ‘Life’.

THE COMPLAINT

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

‘The advertisement is both sexist and stereotypical. The portrayal of nurses as attractive, sexy objects with tattoos, undermines the profession of nursing and negates the intelligence and skill required to perform the duties of nursing. the caption that accompanies the picture of the sexy and seductive nurse is reminiscent of advertisements placed in the Personal Notices’

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 was of the view that the portrayal of the nurse within the advertisement did not constitute discrimination or vilification; neither did it contravene prevailing community standards in its depiction of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.