



CASE REPORT

1. Complaint reference number	206/00
2. Advertiser	Archicentre Ltd
3. Product	Community Awareness
4. Type of advertisement	Radio
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 radio advertisement consists of a female voiceover who says: ‘If your parents are over 60 and own their own home, make sure they use this free service. Archicentre. Archicentre, in association with the State Government, has architects who carry out free maintenance and safety inspections. Everything from the roof and bathroom to the safety rails. Call Archicentre for a free home safety check and repair estimate. Archicentre will ensure you’re not overcharged by unscrupulous contractors. Phone now for the sake of your parents’ safety. Call Archicentre now for this free service on 9815 19 double zero.’

THE COMPLAINT

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

‘I find this offensive as it infers (sic) that people over 60 years old are “non compus (sic) mentis” and require their children to take care of them and monitor their financial decisions. As the legal age of retirement for a male is 65 years, this advertisement can be taken to imply that those individuals still in the workforce after 60 have lost some of their mental acuity.’

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 material within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.