



## **CASE REPORT**

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|-------------------------------|----------------------------------|
| 1. Complaint reference number | 209/01                           |
| 2. Advertiser                 | Joyce Meyer Ministries Australia |
| 3. Product                    | Other                            |
| 4. Type of advertisement      | Outdoor                          |
| 5. Nature of complaint        | Health and safety – section 2.6  |
| 6. Date of determination      | Sunday, 14 October 2001          |
| 7. DETERMINATION              | Dismissed                        |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement features a portrait photograph of Joyce Meyer alongside large type reading: “Joyce Meyer is coming to Sydney” above text within quotes reading “God will heal you everywhere you hurt!” The advertisement also includes appearance dates and a contact telephone number.

## **THE COMPLAINT**

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

*“I believe this is false and misleading advertising, designed to attract people to the advertised events in the hope that they might be healed of any pain... Thus it is quite possible that some vulnerable people may die as a consequence of being influenced by this advertising. It is certain that many people will waste their time and be talked into giving money to Ms Meyer ...”*

## **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 noted a response from the advertiser’s lawyers stating that: “The words ‘God will heal you everywhere you hurt’ were chosen to convey the fact that the conference is of a religious nature and to give some indication as to its content. The wording was not meant, and in our opinion, could not be reasonably interpreted by people literally in the sense that anyone who comes to the conference will be healed by God without exception...”

The Board determined that the advertisement did not breach the Code’s provisions relating to health and safety, and did not contravene the Code on any other grounds. Accordingly, the complaint was dismissed.