



CASE REPORT

1. Complaint reference number	217/01
2. Advertiser	STA Travel Pty Ltd
3. Product	Travel
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement comprises a photograph showing a group of three public telephones being used by two Orthodox Jews and a third person with an automatic rifle. Text reads: “Jerusalem 7.00am. Israel. Take the road less travelled.” The advertisement also includes a panel containing the text: “STA TRAVEL.”

THE COMPLAINT

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

“I regard it as offensive on two counts. To begin with, its cynical exploitation of the Israeli-Palestinian conflict for the purposes of advertising fodder is, in my view, culturally insensitive in the extreme, trivializing the violent reality of this deeply tragic situation. To make matters worse, the advertisement’s image present two Jewish Israeli figures who are unarmed, while the figure who is by implication Palestinian has an automatic firearm slung across his back, a detail which suggests a link to terrorist activity. In so doing, this image clearly appeals to racist stereotypes of Arabs in general and Palestinians in particular.”

“Considering the suffering of both Arabs and Jews in Israel at the present time, it is in extreme bad taste and would surely be offensive to anyone with humanitarian feelings”

“I believe this advertisement acts to incite hatred against Muslim people, and is racially vilifying.”

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“The advertisement has created outrage in the Australian Palestinian community...instilling hatred in Australians towards people of Palestinian backgrounds. The advertisement discriminates against the Australian Palestinian community by portraying them as terrorists and violent people...The advertisement presents violence through the image of the large machine gun strapped to the back of the third person...The portrayal of violence is completely unjustifiable in the context of the product being advertised.”

“I resent this portrayal, because the message advertised in this way to the public is making a racist generalization of Palestinians and creating prejudices in the mind of the public. It is distorted and discriminatory images used in this tactful manner that are the cause of division between community groups in Australia.”