



CASE REPORT

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| 1. Complaint reference number | 26/00 |
| 2. Advertiser | Big Issue In Aust Ltd (The Big Issue) |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a number of scenes of people singing excerpts from the song ‘Islands in the Stream’, without displaying a great deal of musical talent. The words ‘Australia’s homeless and long-term unemployed can’t sing to save themselves ... Which is why they’re selling magazines instead ... The Big Issue ... Buy the magazine ... Stop the homeless singing.’

THE COMPLAINT

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

“The ad is denigrating, it can easily be mistaken as ridiculing these vulnerable people. The ad is totally distasteful.”

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 the people within the advertisement did not constitute discrimination or vilification, noting the advertiser’s advice that all of the people had volunteered to appear and had chosen to use a humorous context to attract public attention to an important social issue. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.