



## **CASE REPORT**

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| 1. Complaint reference number | 266/00   |
| 2. Advertiser                 | Victorian WorkCover Authority (WorkCover Safety - Accidental Heroes) |
| 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, 5 September 2000  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENTS**

There are 24 television advertisements in the ‘Accidental Heroes’ series. Six Paralympians are portrayed in three advertisements each: Julianne Adams, Marita Hird, Greg Smith, Brad Ness, Michael McLean and Paul Schofield. A seventh, Sandy Blythe, is portrayed in four advertisements. They discuss the accidents which led to their injuries, their attitudes to their disabilities and to managing them, and the importance of work in their lives. There are two advertisements, set to music with lyrics, ‘You’re a hero .....’, which show all seven Paralympians competing in their sports. All advertisements conclude with the text: ‘accidental heroes – WorkCover Safety ...think it, talk it, work it’.

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements included the following:

*‘I find this offensive as it implies these people are only heroic as a result of an accident.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the Paralympians within the advertisements did not constitute discrimination or vilification and that the advertisements did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.