



## **CASE REPORT**

1. Complaint reference number	280/00
2. Advertiser	Townsville 4WD Centre
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a man of Aboriginal appearance sitting by a campsite with a 4-wheel drive vehicle parked alongside. A man in another 4-wheel drive arrives and says, 'Hey there, Billy, long time, no see. How 'd ya get to this place? It's a long walk.' 'Ah, I got here, mate, in my new motor - from the Townsville 4WD Centre', the first man replies, 'I see you've got one too.' 'Yeah, it was time for a change', says the second man, 'but the only hassle about going to the Townsville 4WD Centre is they've got so many vehicles to choose from, I couldn't make me mind up.' 'Yeah, that's right, Terry', replies the first man, '(indecipherable) last Thursday.' The words 'to be continued' are superimposed over a shot of a kettle suspended over a fire. The advertisement concludes with text and a female voiceover: 'Townsville 4WD Centre, Bowen Road'.

## **THE COMPLAINT**

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

*'At a time when many Australians are working towards a more harmonious relationship between indigenous and other Australians, one can only assume that the parties involved in this advertising campaign are either very ignorant or extremely malicious.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA 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.