



CASE REPORT

1. Complaint reference number	294/00
2. Advertiser	Knight Frank (Qld) Pty Ltd (Cairns Central shopping 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 family in a kitchen at home, the mother handing out a food item to her children. When there is insufficient for one small boy, she puts a hand to each side of her head and mouths a silent scream. With special effects to indicate speed in the wake of both her and a car, she drives to (Cairns Central) Shopping Centre, obtains the food item and returns to the house. The small boy is given his portion. An aerial shot follows of the Shopping Centre, which then forms the background for text, 'Only a mother knows what convenience means'. The advertisement concludes with the text, 'Cairns Central. More than shopping. Open 7 days', and a website.

THE COMPLAINT

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

'I find this advertisement offensive as I am a single father, and this ad implies that I am not as capable as a mother in caring for my child. It also reinforces society's perception that mothers can care for children better than fathers.'

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.