



CASE REPORT

1. Complaint reference number	298/00
2. Advertiser	TAFE Queensland
3. Product	Education
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 group of young women cheerleaders and one young man performing acrobatics. The young women perform a routine and chant, each line repeated, 'I've got a B.A., I've got an M.Sc., I've got everything, but a J-O-B, I've got an M.B.A., I've got a Ph.D, I've got everything, but a J-O-B.' A voiceover says, 'QTAC closes September 29, so get your TAFE enrolment in now.' He continues, with text, 'If you want qualifications that will lead to a J-O-B, enrol at an Institute of T-A-F-E. ASAP.'

THE COMPLAINT

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

'..... the way it comes across is you will only get a job after completing TAFE. Why bother going to uni (sic). Not a good example for school leavers and dishartened (sic) uni students.'

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.