



CASE REPORT

1. Complaint reference number	299/02
2. Advertiser	Women's Policy Office (WA)
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 December 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The two television advertisements submitted to the Board are entitled; 'FREEDOM FROM FEAR' and depict two men as the perpetrators of domestic violence. Both the men are talking to a mirror. In one advertisement a man is seen looking at himself in the bathroom mirror. In the background there are noises of a domestic argument; a man yelling, a woman crying and noises of hitting. The anguished man is looking at his reflection in the mirror, and a conversation is audible as if the man was reasoning with himself. The final scene comprises the text and spoken words: "Stop domestic violence. We can help you. Call the Men's Domestic Violence Help-line." In the second advertisement, a man is in a garage/workshop when he cuts his hand and kicks something in his anger. In the background there are noises of a domestic argument; furniture being broken, a man yelling and a woman crying. The guilty-looking man is looking at his reflection in a mirror, and a conversation is audible, again as if the man were reasoning with himself after the event. The second advertisement concludes similarly to the first.

THE COMPLAINT

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

"...The advertisements are particularly offensive as they portray only men, white men in particular, as the sole perpetrators of domestic violence, and by definition reinforce the stereotype..."

"...The advertisements paint the inaccurate, sexist stereotype of the male as the aggressor and the female as the victim..."

"...The...campaign shows clearly that the perpetrators of domestic violence to be only white Anglo-Saxon males which in my view is untrue and therefore discriminates against the said mentioned group of males..."

"...domestic violence is a social issue of great importance to the majority of the community and many men in particular are offended by this type of blatant propaganda..."

"...This advertisement has been viewed by my children on a number of occasions and is causing them emotional distress, as they now believe that all white men are abusive and beat their wives..."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether the advertisements breached Section 2 of the Advertiser Code of Ethics ('the Code').

Noting the important community message, the Board determined that the content of these

advertisements did not breach the Code on the grounds of discrimination or vilification.

Finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.