



CASE REPORT

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| 1. Complaint reference number | 300/99 |
| 2. Advertiser | Australian Institute of Management |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of a young woman with arms folded facing the camera, with the words ‘Last week, operations manager Kim Daley learnt how to cut 15% off her company’s overheads’ in bold print. The following text gives details of the A.I.M.’s training programmes and concludes with the words ‘This week she’ll learn how to ask for a pay rise’.

THE COMPLAINT

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

“It is obvious that this employment advertisement focuses exclusively on women ... I am offended by the blatant sexist and discriminatory nature.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not constitute discrimination or vilification, noting that the woman in question was merely being used as one case study and that it could not reasonably be interpreted that the advertiser’s services were being exclusively restricted to women. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.