



CASE REPORT

1. Complaint reference number	303/00
2. Advertiser	J Jackson
3. Product	Other
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, headed ‘David Jackson’, comprises text and a photograph of Mr Jackson on the right-hand side. The text reads: ‘It amazes me how someone can stop development without ever caring about the cost to the developer. These greenie wankers seem to be saving everything on the planet, but to date I’ve never seen any one of them actually plant a tree. If you vote for someone who cares about the future development of Clarence we may see some progress towards a better community for our children! As one who has extensive capital investments in Clarence I care. We are all conservationists but we don’t have to have it printed across our chests.’ A sub-heading, ‘Vote for a sensible future for our community’, appears at the bottom of the advertisement, along with ‘Authorised by J. Jackson, 9 Scott St , Bellerive’.

THE COMPLAINT

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

‘I am a Grandmother & Great Grandmother and take exception to being called such names just because I am a Green Voter.’

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 was of the view that the material within the advertisement did not contravene prevailing community standards in its use of language; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.