



CASE REPORT

1. Complaint reference number	306/04
2. Advertiser	Norman Hotel
3. Product	Restaurants
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a radio advertisement in which the voiceover describes the Cavill's Norman Hotel as "the worst vegetarian restaurant in Brisbane" and that the hotel is proud of this fact.

THE COMPLAINT

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

"I am a member of many animal rights organisations which are all charity based and for us to get the word out about being vegetarian is hard enough without somebody ridiculing us on the radio every couple of hours."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"It is not in breach of the Code nor any other law or regulation to advertise a "steak/meat restaurant."

"It clearly caters to the meat eater and while we have two or three vegetarian options, they are by no means at the forefront of modern culinary trends. This is why we feel our slogan does not single any section of the community out for discrimination and is actually factual."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (other).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.