



CASE REPORT

1. Complaint reference number	313/03
2. Advertiser	Hidden Valley Australia Pty Ltd
3. Product	Real Estate
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 the television personality, John Blackman, walking on a golf course and speaking to camera. He says, ‘Some estates look great on TV but, when you see them in the flesh, you wouldn’t let your mother-in-law live there. But Hidden Valley is even better than the advertising. At around 45 minutes in peak hour from the CBD, it’s closer than Mt Eliza. And try buying land from \$59,000 in Mt Eliza. So come to Hidden Valley this weekend. It’s clean living, and I guarantee you won’t be disappointed.’ He sinks a putt and says, ‘I like it. He gives a V-sign with his fingers and continues, ‘Thank you very much. Thank you’, touching his cap in acknowledgement.

THE COMPLAINT

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

‘I am a mother-in-law and thought such jokes were now a thing of the past.’

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.