



CASE REPORT

1. Complaint reference number	329/00
2. Advertiser	Kemalda Entertainment Pty Ltd (Rodney Rude - Alzheimers & Parkinson's Disease)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with text and voiceover, 'Rodney Rude – Ya' Mum's Bum', additional text, 'New Album Out Now', and a caricature of the entertainer who is then shown on-stage. He says, 'Hey, what about if you had Alzheimer's disease? You go to the doctor and he says, "Oh, just try and forget about it". (Laughter) What about if you're an elderly bloke who had Parkinson's disease and McDonald's give you a job? There you are behind the counter. (He pokes out his tongue and shakes his body - laughter) Girl comes in, says, "Can I help you?" She says, "No I'm not that hungry, just give us a shake"'. (Laughter) The advertisement concludes with text similar to the opener, and voiceover: 'Rodney Rude's new album, 'Ya' Mum's Bum', out now.'

THE COMPLAINT

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

'I lost my husband recently after nursing him for several years with Alzhiemers (sic) and I can tell you it is nothing to joke about. I am sure anyone else who has been through the same as I have and saw this ad, must also be just as distressed as I am.'

'..... the advertisement showed the album's author, in person, denigrating in a supposedly comic manner, people suffering from Alzheimer's and Parkinson's disease (sic).'

'I find this ad simply degrading to all mothers

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 advertisement constituted vilification of a section of the community on account of their disability and, accordingly, breached Section 2.1 of the Code. The Board upheld the complaint on this basis.

Section 2.1 of the Code states as follows:

2.1 Advertisements shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.

In making this determination, the Board considered that the advertisement tended to demean sufferers of Alzheimer's and Parkinson's Diseases, ridiculing the nature and severity of the conditions. The

Board noted that the advertiser, in response to complaints received, had voluntarily withdrawn the advertisement from broadcast.

ADVERTISER'S STATEMENT

In response to complaints received, the advertisement was removed from air and discontinued as of Monday 4 December 2000 on all television stations throughout Australia. We appreciate the Advertising Standards Board's involvement in overseeing the Advertiser Code of Ethics. The Board assists advertisers such as ourselves in maintaining an appropriate standard for all advertisements.