



## CASE REPORT

1. Complaint reference number	341/99
2. Advertiser	Professional Child Care Centres Association Townsville
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, 9 November 1999
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed “Who is caring for you child???” followed by the text “Is your child in Backyard Care? What does Backyard Care mean? It’s a residential house with one person caring for your child. However, what happens behind closed doors, who is watching your children when the phone rings, the washing is hung out, the person goes to the toilet and who visits during the day, girlfriend, **boyfriend** ... who knows! Go to your Professional Childcare Centre.” The balance of the advertisement gives telephone numbers for a number of childcare centres

## THE COMPLAINT

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

*“The highlighting in bold of ‘boyfriend’ is referring to the possibility of child molestation by unknown people, but in particular the possibility of the perpetrators being male ... This advertisement preys on the fears of women and their maternal qualities, simultaneously diminishing the qualities and responsibilities of men.”*

## 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 highlighting of the word ‘boyfriend’ within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint. The Board noted, in passing, that the advertiser had amended the advertisement by removing the highlighting following the receipt of complaints.