



CASE REPORT

1. Complaint reference number	353/99
2. Advertiser	Qantas Airways Ltd
3. Product	Travel
4. Type of advertisement	TV
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 television advertisement comprises a number of scenes of a choir of girls and boys, in various locations around the world and in Australia, singing the song ‘I Still Call Australia Home’. The final scene shows a flying Qantas plane with the superimposed words ‘The Spirit of Australia’.

THE COMPLAINT

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

“What an appalling ad. Loads of multicultural (Asian and Anglo-Saxon) kids singing a beautiful song, lovely landscapes – Australia! Excuse me, I can’t seem to find an Aboriginal face?”

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 portrayal of the children 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 the advertiser’s advice that it had engaged the services of The National Boys Choir and the Australian Girls Choir for the advertisement and had neither input nor control over the individual membership of these choirs.