



CASE REPORT

1. Complaint reference number	354/00
2. Advertiser	Bayswater Car Rental Pty Ltd
3. Product	Travel
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘half the rate’, depicts the face of an Aboriginal boy with ‘bubble’ text, ‘...no frills’. The text of the advertisement comprises the advertiser’s logo, details of the vehicles offered and their rates, and branch contact details.

THE COMPLAINT

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

‘It visually implies that aboriginal (sic) people are “half rate”.

‘I feel that the combination of an obviously Aboriginal boy under the caption “half the rate” and saying “no frills”, has racist undertones.’

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 race 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 association of the advertisement’s caption, ‘half the rate’, with a photograph of an Aboriginal boy demeaned Aboriginal people. The Board noted that the advertiser, in response to complaints received, had voluntarily altered the caption for future publication.

ADVERTISER’S STATEMENT

‘Wanting to avoid demeaning Aboriginal people, we accept the Board’s determination.

Before re-running the ad, we will substitute the “half the rate” caption with “20 y olds accepted”.