



CASE REPORT

1. Complaint reference number	358/00
2. Advertiser	Australian Alliance Insurance Co. Ltd (Australian Pensioners Insurance Agency)
3. Product	Insurance
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	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with text and a voiceover: ‘Australian Pensioners Insurance Agency presents “Understanding Road Safety” (with Ian Leslie). It then portrays the television journalist, Ian Leslie, driving a car and speaking to camera. This visual is interspersed with shots of older persons in cars and illustrative traffic situations. Leslie says, ‘Cars - they give us the freedom to go anywhere, any time, but one of the alarming statistics of our ageing population is that the rate of senior citizens involved in accidents is fast approaching that of the young. For the young, it’s due to speed, alcohol, inexperience. For the senior citizen, it’s due to a lack of knowledge of rule changes or diminishing ability to perform everyday road skills due to age or medication. So why not consider contacting your Road Traffic Authority and test your knowledge and road skills so that you can enjoy safe motoring for many years to come?’ To accompanying text, the advertisement concludes with the voiceover, ‘Brought to you by Australian Pensioners Insurance Agency.’

THE COMPLAINT

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

‘The advertisement attributes the errors made by older persons to “a lack of knowledge of changes to road rules and a diminishing ability to perform every day road safety skills due to age or medication’. This generalisation may serve to aggravate other road users who feel that older persons fall into one of these categories. It also suggests that older persons are not as competent behind the wheel of a motor vehicle, despite the fact that often, they possess many years of driving experience. The depiction of older persons making errors of judgement makes an unreasonable generalisation about the abilities of this segment of the population.

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 was of the view that the material within the advertisement did not constitute discrimination or vilification of older drivers; neither was it in contravention of prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.