



## **CASE REPORT**

1. Complaint reference number	379/99
2. Advertiser	Housing Innovations Australia
3. Product	Finance/Investment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a woman talking to camera, asking ‘I’m at home with the kids - only my husband works - can we get a home of our own?’ Voiceover answers ‘With Housing Innovations, yes you can’. The advertisement also includes two other scenes in which people ask if they may qualify for a home loan given their individual circumstances.

## **THE COMPLAINT**

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

*“I find this statement offensive as it denotes that homemakers don’t work.”*

## **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 woman 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.