



CASE REPORT

1. Complaint reference number	423/99
2. Advertiser	Defence Force Recruiting Organisation
3. Product	Employment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a series of scenes of various defence force personnel speaking to camera discussing the nature of their work, their circumstances, goals, interests and private lives. In one scene, a man sitting in the pilot's seat of a fighter jet says 'I go to pubs and cafes ... I live with my girlfriend ... I'm a normal guy ... it's just that I get to do this everyday'.

THE COMPLAINT

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

"Now the Government is promoting de facto relationships on television as normal ... as someone committed full time to education and counselling for families and youth, I find this very discouraging and offensive."

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 was of the view that the man's comment within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.