



CASE REPORT

1. Complaint reference number	442/08
2. Advertiser	Harvey Norman
3. Product	House goods/Services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Wednesday, 10 December 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This TV advertisement for Harvey Norman opens and closes with a graphic showing a woman in an apron carrying a roast chicken and the words "Harvey Norman Biggest Ever National Cooking Sale". The advertisement continues by showing a wide variety of kitchen appliances in the store with voice over outlining the variety of sale items available. Across the bottom of the screen is a web address, www.nearly50years.com.au.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It is blatantly sexist. The ad implies that women belong in the kitchen, that cooking is solely a woman's job, and that only a woman would be interested in the sale.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Whilst we acknowledge the complainant is concerned in relation to the illustrated image of the woman carrying a roast, we do not believe that this depiction is "blatantly sexist" under the provisions of the guide lines. We wish to advise that to date, we have not received any complaints in relation to this advertisement.

The complaint has been reviewed under Section 2 of the Advertiser Code of Ethics and we do not consider the advertisement breaches the standards of advertising under 2.1 which relates to Discrimination or vilification of Gender.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered the application of Section 2.1 of the Code, relating to discrimination and vilification. The Board considered the cartoon style drawing of the woman holding a roast chicken and wearing gloves and an apron was a "retro" representation of a housewife relevant to Harvey Norman's "50 years" anniversary, which the audience would understand. The Board considered the image was not suggestive that all women belonged in the kitchen or that only women would be interested in the sale. The Board therefore found no breach of Section 2.1.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the

complaint.