



CASE REPORT

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| 1. Complaint reference number | 5/01 |
| 2. Advertiser | Collins Foods Group Pty Ltd - (Sizzler - working mum) |
| 3. Product | Restaurants |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a woman singing a ditty as her environment changes from an office, to a car, to a (Sizzler) restaurant where she is shown dining en famille, and back to the office. The lyrics say: 'I missed lunch, the boss is a grump, the computer jammed on every key and I'm running late, the kids have to wait, can we go to Sizzler, please? We'll take a break, you can have a steak, I want the fish and the kids love ice cream. Don't be late, time to escape, can we go to Sizzler, please?' The advertisement concludes with the advertiser's logo framed by flames to the sound of the woman singing a reprise, 'Can we go to Sizzler, please?'

THE COMPLAINT

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

'I believe this ad to be sexist because she is asking permission from her partner to go somewhere – they are not deciding on an equal footing.how many ads show MEN asking permission to do something or go somewhere?'

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 material within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.