



CASE REPORT

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

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a boy and a girl dancing and singing a ditty as their environment changes from the kitchen of a house where a woman is washing dishes to a (Sizzler) restaurant where they are shown dining en famille. The lyrics say: ‘Come on, Mum, don’t be a tease, forget about the cooking and grab the car keys. No need to cook, no need to book, can we go to Sizzler, please? You have a break, Dad can have a steak, sis’ll have the chicken and (the boy to camera) I’ll have chips, please. Come on, Mum, don’t be a tease, can we go to Sizzler, please?’ The advertisement concludes with the advertiser’s logo framed by flames to the sound of the children singing a reprise, ‘Come on, Mum, don’t be a tease, can we go to Sizzler, please?’

THE COMPLAINT

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

‘The ad is sexist because it shows the mother doing the dishes – how many ads show MEN doing the dishes?’

‘I want to object as forcibly as possible to the advertisement and the implication that parents who don’t respond are “mean”.’

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 contravene prevailing community views; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.