



CASE REPORT

1. Complaint reference number	70/02
2. Advertiser	Officeworkds Superstores Pty Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 April 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement submitted to the Board shows a series of people opening a door to address 'Bill' on their stationery and other office product requirements. The last person to walk in on Bill is a cleaner, who apologises for her intrusion, adding 'scusi'. As she exits, it becomes apparent that Bill has been in a toilet cubicle throughout. The advertisement ends with a full-screen 'Officeworks' graphic and an announcer saying: "We're open when you need us."

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

"...I feel that this ad typecasts cleaners as immigrants, perhaps worthless immigrants who can't speak English properly and who are uneducated. I myself am not a cleaner but find the idea of portraying cleaners as 'stupid' non-English speaking Australians abhorrent."

THE DETERMINATION

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

The Board determined that the advertisement did not constitute discrimination and/or vilification as represented in the Code.

As the material did not contravene any other provisions of the Code, the complaint was dismissed.