



CASE REPORT

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| 1. Complaint reference number | 88/02 |
| 2. Advertiser | St Vincent de Paul Society |
| 3. Product | Other |
| 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

This television advertisement features video images of real situations encountered by the St Vincent de Paul Society in various aspects of its social work, including the provision of meals and overnight accommodation for the homeless, training and support for the unemployed, employment of people with disabilities, homes and home visiting for the elderly and others, help for farming families in times of drought, support for aboriginal communities, immigrants and refugees, and women victims of domestic violence. The advertisement ends with a St Vincent de Paul Society logo supported by associated text and a contact telephone number.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

“The implication that only women are subjected to domestic violence and have to be helped by the St Vincent de Paul Society is totally misleading.”

THE DETERMINATION

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

While acknowledging that domestic violence was not gender-specific, the Board determined that the advertisement did not contravene the Code in its portrayal of people.

Considering the content of the advertisement did not breach the Code on any grounds, the Board dismissed the complaint accordingly.