

<b>COMPLAINT NUMBER</b>	17/129
<b>COMPLAINANT</b>	S Stirling
<b>ADVERTISER</b>	Bay Audiology
<b>ADVERTISEMENT</b>	Bay Audiology Television
<b>DATE OF MEETING</b>	26 April 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Bay Audiology television advertisement shows a Mother having a hearing test and her partner and child talking through the earphones to her about how her hearing loss makes them sad and how much she could be missing out on. The advertisement ends with the offer of free hearing checks

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, S Stirling, said:** The bay audiology add was brutal and offence in terms of content and decency. In the add a mother was having a hearing test, listening to her child being led on by her partner to say emotionally manipulative degrading comments to people with a lack of hearing. If one were deaf one shouldnt have to watch children insult them and their families on tv.

**The relevant provisions were Code of Ethics - Rule 4, Rule 5; Code for People in Advertising - Basic Principle 3; Therapeutic and Health Advertising Code - Principle 1.**

**The Chair** noted the Complainant's concerns that the advertisement was degrading and manipulative to people with hearing loss.

The Chair took the view that the issue of hearing loss portrayed in the advertisement would be of concern to some consumers and the advertisement was illustrative of how important the mother's health and well-being was to her family. The Chair said while the advertisement showed an emotive scene on the possible impact of hearing loss, it was not likely to cause serious or widespread offence.

The Chair ruled the advertisement did not reach the threshold required to breach either the Code of Ethics or the Code for People in Advertising.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**