

COMPLAINT NUMBER	20/066
ADVERTISER	Xero NZ
ADVERTISEMENT	Xero NZ Television
DATE OF MEETING	9 March 2020
OUTCOME	No Grounds to Proceed

Advertisement: Jack Tame, the presenter for the television advertisement for Xero, says “Experience goes a long way in business and there’s no substitute for the knowledge built up over a career. That being said... no one of any age or with any experience has a monopoly on good ideas...many a successful business has been developed or improved with the help of younger employees.” The advertisement ends with a voiceover saying “Get with the times! Create and send invoices faster with Xero”.

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

Complaint: I believe this advertisement has breached Discrimination and Denigration Standards.

I was shocked and offended at this subtle and unnecessary denigration of experienced, and by inference 'older', people in the workplace, and a blatant promotion to show preference to and employ young people instead.

If the content for this advertisement was based on gender, race, gender identity or any other defining medium it would be struck out immediately !

I am at a loss to see the reason for this add, as all employers are well aware of the young workforce.

I note too, that the stated reason for employing young people instead of 'more experienced' people is because 'they are the future'.

As though older experienced people are of less value and have no place in the future.

This is age bashing pure and simple and it has no place in our society.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c)

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant’s concerns the advertisement denigrated the experience of older workers and implied they are of less value.

The Chair said the advertisement made a point of acknowledging the experience of older workers while at the same time it promoted the use of innovative technology such as that available from Xero.

The Chair said the advertisement did not reach the threshold to cause serious or widespread offence.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.