

COMPLAINT NUMBER	19/117
COMPLAINANT	T Noakes
ADVERTISER	BCITO
ADVERTISEMENT	BCITO Television
DATE OF MEETING	11 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for BCITO (a provider of construction trade apprenticeships) shows the conversation between a family of four at breakfast time. The son says “I’ve got something to tell you... I want to be a tradie”. The parents appear to be disappointed by the announcement. The father says “Yeah, it’s a shock, I don’t know where we went wrong.”

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

Complainant, T Noakes, said: The BCITO ad in question tells a story about a young man “coming out” to his parents about wanting to be a tradie... I find this to be in bad taste as for many being able to come out to their parents as LGBT in the same way shown in the ad is not possible

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

The Chair noted the Complainant’s concerns the advertisement is in bad taste because for many people being able to come out to their parents as LGBT is not possible.

The Chair noted the advertisement uses humour and irony to promote the option of a career in the trade and construction sector. This includes comparing “coming out” in the sexual sense with “coming out” with the desire to be a tradie. The Chair agreed that in some sectors of society a conversation like the one portrayed would not be possible.

The Chair said however the advertisement did not reach the threshold to be considered likely to cause harm or serious or widespread offence.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility and 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 days of receipt of this decision.