You can stop your bleating

MARIA BERVANAKIS

AUSTRALIA’S Advertising Standards Board has ruled that the controversial Australia Day lamb advertisement did not breach the Australian Association of National Advertisers’ strict code of ethics.

The ad, which was launched as part of a Meat and Livestock Australia campaign, has raised the ire of animal rights groups and Aboriginal rights activists, who say it is discriminatory.

But the ASB has now said Meat and Livestock Australia has not breached the code of ethics, with the majority of the board thinking that the ad’s depiction of “torching” vegan food was not meant to incite hatred towards vegan people.

The board also found that the use of the term “boomerang” was not meant as a reference to Aboriginal people but was used in its colloquial form to mean something that is to be returned.

They also dismissed the assertion that the ad was “too violent” for children with suggestions of terrorist attacks.

“In the majority board’s view these images are all clearly fantasy and unrealistic and are not depictions of violence nor are they likely to encourage similar behaviour in real life,” the board said.

A spokesperson for Meat and Livestock Australia welcomed the decision.

“As a responsible advertiser and marketer, MLA operates in compliance with the provisions of the AANA Code – and this year’s Australia Day lamb campaign is no different. The role of the campaign remains to promote and build demand for Australian lamb, which is some of the best quality lamb in the world.”

The advertisement has been viewed more than 4 million times across media channels and feedback remains overwhelmingly positive.

“MLA is a not-for-profit organisation responsible for delivering marketing, and research and development programs for Australia’s red meat industry. MLA encourages Australians to enjoy quality Australian lamb this Australia Day.”

The announcement comes after representatives from Meat and Livestock Australia reportedly threatened an animal rights group with legal action after they used a snippet of the ad in a video showing graphic footage from inside an abattoir.

Non-profit wins Alice town camps contract

TANGENTYERE Constructions will provide property management to 270 houses in the Alice Springs town camps owned by Tangentyere Council.

The service provider was awarded a contract after a public open tender process for property and tenancy management contracts in Alice Springs town camps.

Tangentyere Constructions is an Aboriginal-owned social enterprise (non-profit) that has delivered a range of housing programs in and around Alice Springs.

Chief Minister Adam Giles said it was important that a fair and equitable tender process provided value for money to all parties.

“I am confident the town camp residents and leaders will place the same scrutiny on Tangentyere Constructions as they placed on ‘Imagine’,” he said.

The contract is valued at $752,289 and for a period of 16 months from February 1.

Hit-and-run accused in strife over fuel price hope

THE man who allegedly hit and killed a pedestrian while drunk and high on drugs on New Year’s Eve was rearrested for breaching his bail.

Angus Auton, 20, appeared in Darwin Magistrates Court yesterday after he failed to reappear in Casuarina police station as required in his bail conditions.

Auton was allegedly driving a car which hit and killed a 37-year-old man on Bagot Rd at 8.30pm on December 31.

Auton was again bailed to face appearing in court earlier this month.

The court heard he was also facing two new charges, driving a motor vehicle causing death and exceeding the speed limit by less than 45km/h.

Auton was again bailed to face court again on February 24.

Nightcliff Cafe almost ready to dish up feed

THE much-anticipated Nightcliff Cafe is set to open its doors on February 1 if all goes to plan.

“If everything falls into place we’ll be opening on the Monday,” he said.

At this stage, early birds can try out the cafe from 7am waiting on the ice cream freezer to arrive from Singapore.

“If everything falls into place we’ll be opening on the Monday,” he said.

The cafe won’t be taking any bookings at this stage.

Talks fuel price hopes

ALICE Springs drivers could benefit from increased competition in the fuel market, with talks of a new player about to enter the field.

Chief Minister Adam Giles confirmed yesterday that the Government had been in talks with United Petroleum about the potential for a new service station in Alice.

Mr Giles said he’d engaged with stakeholders in the industry, including United, about ways to reduce the level of “gouging” in the fuel market, particularly for diesel.

“If we need to pass a Bill in Parliament, we’ll do that,” he said. “We’re waiting on some legal technical advice on the legitimacy of that, particularly around trade practices, but we want to get prices down.”