



National Commission  
for the Promotion  
of Equality for  
Men And Women

Kummissjoni Nazzjonali  
ghall-Promozzjoni  
ta' l-Ugwaljanza  
ghall-Irġiel u n-Nisa

# National Commission for the Promotion of Equality

## Ensuring Non-Discrimination in Advertisement

Andre' Callus

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**NCPE**

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# **Maltese Equality Legislation**

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## Maltese Equality Legislation

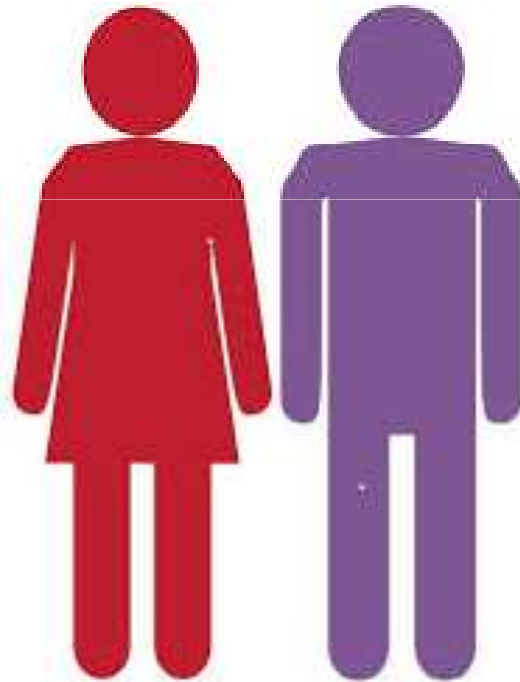
- The Maltese anti-discrimination law establishes NCPE as the national equality body
  - Chapter 456 covers discrimination in employment, education and banks/financial services on the following grounds:
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# Gender and Family Responsibilities





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# Gender Identity, Gender Expression and Sex Characteristics





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# Sexual Orientation





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# Age





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# Religion and Belief







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# Race and Ethnic Origin





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**Advertising**

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# Advertising

## Article 10 of Chapter 456

(1) Without prejudice to the provisions of article 26 of the Employment and Industrial Relations Act, it shall be unlawful for persons to publish or display or cause to be published or displayed any advertisement, or, otherwise to advertise a vacancy for employment which discriminates between job seekers or to request from job seekers information concerning their private life or family plans:

Provided that the provisions of this subarticle shall not apply in such cases where employers prove that the work in connection with the situation advertised can only be performed by a person of a specific sex.

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## Advertising

(2) It shall not be lawful for persons to publish or display or cause to be published or displayed any advertisement which promotes discrimination or which otherwise discriminate.

(3) Persons who act in breach of subarticle (1) or (2) shall be guilty of an offence against this article and shall, on conviction, be liable to the penalties established for contraventions

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## Advertising

(4) For the purposes of subarticle (1), advertising includes disseminating information about the vacancy by word of mouth from person to person.

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# Advertising

Attention to both:

- Text
  - Images
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Air Hostess Air Steward	Flight Attendant Cabin Crew
Barman	Bar Personnel Bar attendants Bar Staff
Businessman	Business Executive Business Person
Cameraman	Cameraperson
Chambermaid	Cleaner
Chairman	Chair Chairperson President
Craftsman	Artisan Skilled/Specialised Person
Draughtsman	Draughts Person Drafter
Foreman	Supervisor Controller Chief Supervisor Lead Supervisor
Fireman	Fire Fighter

## Ensuring a gender- inclusive language: some examples...

Spokesman	Spokesperson
Tradesman	Tradesperson Trader
Waiter	Waiter/ess Waiters Waiting Staff Waiting Personnel
Watchman	Security Guard Security Officer Security Personnel



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# Stereotypes

*Stereotypes*: Generalizations or assumptions that people make about the characteristics of all members of a group, based on an image (often wrong) about what people in that group are like

Some examples of stereotypes:

- Women should be responsible for primary care
- People of a different religion are more likely to be violent
- People of older age are a burden
- LGBTI persons are sexually promiscuous
- Black people are not educated







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*Any  
stereotypes in  
this advert?*

**Italian Ministry of  
Health advert (2016)**

The good habits we should promote,



the bad "friends" we should abandon



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**THANK YOU**

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