



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
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# Case Report

|   |                                      |                             |
|---|--------------------------------------|-----------------------------|
| 1 | <b>Case Number</b>                   | <b>0006/18</b>              |
| 2 | <b>Advertiser</b>                    | <b>Goldfield Collisons</b>  |
| 3 | <b>Product</b>                       | <b>Professional Service</b> |
| 4 | <b>Type of Advertisement / media</b> | <b>Radio</b>                |
| 5 | <b>Date of Determination</b>         | <b>24/01/2018</b>           |
| 6 | <b>DETERMINATION</b>                 | <b>Dismissed</b>            |

## ISSUES RAISED

2.1 - Discrimination or Vilification Gender

## DESCRIPTION OF THE ADVERTISEMENT

Four radio advertisements which start with a whistle sound effect followed by the slogan "Show us your dint".

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The advertisement mimics the behaviour women are all too frequently subjected to when out in the community. Women are commonly whistled at (catcalled) and often offensive and/ or sexist statements are yelled at them usually by men in cars or on worksites.. It is disrespectful and at times frightening behaviour. The statement "show us your dent" is a pun on the highly offensive statement "show us your tits".*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:



*The advertisement opens with a whistle sound effect followed by slogan “Show us your dint”. The advertisement then commences to describe a range of scenarios in which an accident has occurred, and two women are at a social gathering wondering where their friend was, the answer was that she had an accident and her vehicle was still in a repaired dire to delays in repair time. A solution offered is Goldfield Collision as they do quality repairs and offer a free loan car.*

*Under content, messages, language and overall focus of the advertisement is on the consumer benefits of receiving a free loan car, timely and budget effective repairs with a life time guarantee. It explores the different scenarios and in which consumers would be impacted by the loss of a motor vehicle for transit.*

*Section 2.1 The ad discusses a range of scenarios in which a collision and loss of vehicle has impacted lives of those in the community, these scenarios are unbiased and reflective of social justice and social awareness and equity.*

*Goldfields Collision advertisement does not make any such portrayal of content under section 2.1, the slogan used at the commencement of the ad is asking the community to ‘show us your dent’ in other words bring your car in and we will repair it. It is a play on words, such as those regularly used in NRMA insurance ads “we will look after you’ It does not refer to or is in breach of any provisions of Section 2.1.*

*For the complainant to make such a broad suggestion to say a whistle is sexually exploitative is unfounded, no reference in the Sex Discrimination Act 1984 or Racial Discrimination Act content makes a reference to a whistle or ‘wolf whistle’ as a form of definition of sexual exploitation, discrimination or sexual degradation in Australian society.*

*The Australian Human rights Commissioner lists the areas under which you can make a complaint under the Sex Discrimination Act, as a direct or indirect form of sexual discrimination, harassment and vilification; no provisions of these complaints list whistles or ‘wolf whistles’ as a form of sexual or gender discrimination, as a sexual act with the intention to intimidate or cause fear, or in the simplest terms sexual harassment.*

*These federal laws should be reflected in the advertising code under the definition of “exploitative and degrading” content.*

*Section 2.2 The advertisement does portray or present any sexually exploitative comments, language or content. To make such a broad suggestion to say a whistle is sexually exploitative is unfounded, no reference in the Sex Discrimination Act 1984 or Racial Discrimination Act content makes a reference to a whistle or ‘wolf whistle’ as a form or definition of sexual exploitation, discrimination or sexual degradation in Australian society. These federal laws should be reflected in the advertising code under*



*the definition of “exploitative and degrading” content.*

*Section 2.3 No content of the ads portray violence in any way, shape or form. No reference to physical, emotional violence or violence as a threat or interpreted action was in content or language or messages of the ad.*

*Section 2.4 No content or messages in the ad promotes or expresses sexual content or nudity. No reference to sexual preferences, sexual actions, or nudity are made.*

*Section 2.5 At no time in the Goldfield Collision ad is there language which was deemed inappropriate for any audience. There is no sexual content or sexual language or obscene language in the ad.*

*Section 2.6 Goldfield Collision ad does not depict any material that questions or diminishes community standards on health and safety.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement contains offensive and sexist statements.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that ‘advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.’

The Board noted the Practice Note to Section 2.1 of the Code which provides the following definitions:

“Discrimination – unfair or less favourable treatment

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule”.

The Board noted there are a series of four radio advertisements which all begin with a wolf whistle and the words ‘show us your dint’. The advertisements then go through a range of scenarios in which loss of vehicles can impact people’s lives.



The Board noted the complainant's concern that 'shows us your dint' is a play on the highly offensive statement 'show us your tits' and that whistles and cat calls are frightening and offensive behaviour towards women.

The Board noted the advertiser's response that there is no reference in the Sex Discrimination Act of 1984 which references a 'wolf whistle' as a form of definition of sexual exploitation, discrimination or sexual degradation.

The Board considered that in the advertisement the wolf-whistle is not directed at a person; rather it is used as a way to attract attention and comment on a damaged car. The Board considered that wolf-whistles are often used by people as a way of commenting on an impressive situation or object and in this case the most likely interpretation was the person was whistling in reaction to seeing a damaged car.

The Board then considered the line 'show us your dint'. The Board acknowledged that the most likely interpretation of this phrase was that it was a play on the phrase 'show us your tits', however considered that the use of the word dint was not referencing a woman's body part or women in general.

The Board considered in the context of the advertisement this phrase was asking people to bring their damaged cars in for repair, and was not directed to or about women or women's bodies.

The Board considered the phrase 'show us your dint' in this advertisement is clearly referencing a motor vehicles and that while the phrase may be offensive when used in relation to women, in this advertisement the phrase does not reference women and in the Board's view does not humiliate, intimidate or ridicule women or imply that women are deserving of unfair or less favourable treatment.

The Board considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

