



Case Report

1	Case Number	0323/17
2	Advertiser	Launceston Show Girls
3	Product	Sex Industry
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/07/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement promoting Launceston Showgirls Gentlemen's Club features footage of women playing pool and dancing at the club as well as contact information.

THE COMPLAINT

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

I was highly offended by the sexual nature of the ad and the time that it was aired. I was watching the show with my 12 year old daughter and found it extremely inappropriate. It sexualizes women and is teaching my daughter that all men want is women stripping and to be sexual

I object to the promotion of strippers on TV before 12AM.

Sexualised adult services advert more suited to post midnight time slot rather than during family friendly current events comedy quiz show.

I have seen this add on Win Television several times and all before 9.30. The add depicts women in sensual poses with very little clothing on. Views of women bending over with g-strings etc. This club is for men over 18 and I find it appalling that they are advertising at a time when young children would still be up. I have an 11 year old boy who goes to bed at

9.30 and I have had to quickly change the channel so that he did not see this inappropriate content. Such explicit content should not be on TV when young children are still up, even I don't want to have to look at such sleazy content!

The advertisement appears to be pornography.

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

THE DETERMINATION

The Advertising Standards Board (the "Board") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Board noted the complainant's concerns that the advertisement features images of a sexual nature that are offensive and inappropriate.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Board noted the advertisement features a woman in high heels entering a venue. There are women in lingerie playing pool and the back of a woman shown and a woman's hands moving along her body. The text appears on screen including "premier gentlemen's club," "Buck's parties," "local interstate, international girls," and the details of the venue "Launceston Showgirls – Gentlemen's Club. The text indicates Free entry before 9pm.

The Board considered that it is reasonable for an advertiser to show images of activities that take place at the establishment and that the images of the women in their lingerie is fleeting and does not focus on a particular body part or pose of the women.

The Board noted that advertisers are free to use images of whomever they wish in their advertisements and considered that the use of a woman in an advertisement for a gentlemen's club is not of itself overtly sexual.

The Board noted the original M rating by CAD had been reviewed and increased to an MA rating. The Board noted that the advertisement had been aired within the appropriate time for the classification.

The Board noted the women are walking around a pool table in lingerie and that this may be considered as sexy to some viewers but considered that this is not of itself insensitive to the relevant audience.

The Board noted that some members of the community would prefer for these types of adult

venues to not be advertised at all but considered that the images used are not strongly sexualised and the advertisement does not feature any inappropriate nudity.

The Board noted acknowledged that some members of the community might be offended by the advertisement but considered that the images are fleeting and only mildly sexualised and did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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