



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

|          |                                      |                                 |
|----------|--------------------------------------|---------------------------------|
| <b>1</b> | <b>Case Number</b>                   | <b>0460/11</b>                  |
| <b>2</b> | <b>Advertiser</b>                    | <b>CQ Field Mining Services</b> |
| <b>3</b> | <b>Product</b>                       | <b>Other</b>                    |
| <b>4</b> | <b>Type of Advertisement / media</b> | <b>TV</b>                       |
| <b>5</b> | <b>Date of Determination</b>         | <b>18/01/2012</b>               |
| <b>6</b> | <b>DETERMINATION</b>                 | <b>Dismissed</b>                |

### ISSUES RAISED

2.1 - Discrimination or Vilification Sex

### DESCRIPTION OF THE ADVERTISEMENT

A woman in a bikini walks in to shot and takes off her sunglasses and smiles at the camera. A female voice over then says that now they have your attention CQ Field Mining Services are hiring. Details of the jobs available are shown on screen and include Diesel Fitters, Boiler Makers and Safety Officers.

The contact details are P: 4952 6557 or email [hr@cqfms.com.au](mailto:hr@cqfms.com.au)

### THE COMPLAINT

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

*Objectification of women - blatantly using women to get attention when it isn't within the context of what's being advertised.*

### THE ADVERTISER'S RESPONSE

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

*The Advertiser has not responded.*

## **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 objectifies women in its portrayal of a woman in a bikini to get the viewer’s attention.

The Board viewed the advertisement and noted the advertiser had not responded.

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted that the advertisement begins with a woman in a bikini and a female voice over which states, “Now that I have your attention...” before continuing with information about employment positions available at CQ Field Mining Services.

The Board noted that the woman in the bikini is smiling and is presented in the advertisement clearly for no reasons other than to attract attention because of how she looks. The Board considered that the advertisement is presenting the woman to attract the attention of a predominantly male workforce. The Board considered that the use of the women is exploitative as it blatantly relies on her attractiveness.

The Board agreed that the use of a woman in a bikini in this instance is gratuitous however the Board considered that the images are not degrading of women as she is presented in a positive attractive manner and therefore do not breach the specific provisions of the Code.

The Board determined that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to women and that the advertisement did not breach Section 2.2 of the Code.

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

