



CASE REPORT

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| 1. Complaint reference number | 1/98 |
| 2. Advertiser | Cable Ski World, QLD |
| 3. Product | Leisure |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 February 1998 |
| 7. DETERMINATION | Dismissed |

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

'It is not only the degrading use of advertising incorporating the female body in a bikini that offends me, but primarily the sexual manner she is posing in. I feel that it is not acceptable for a billboard that many families drive past.'

'I felt extremely offended also due to the unhealthy image it is portraying to young girls and boys in particular. It reinforces that females are only useful for male voyeurism in advertising.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics. In particular, the Board considered paragraphs 2.1 and 2.3 of the Code.

2.1 Advertisements shall not portray people in a way which discriminates or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief;

2.3 Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed this complaint.

Members of the Board noted in passing that the general community (including younger boys and girls) would, in the normal course, see scantily clad women (and men) on public beaches. They also noted in passing that the position in which the woman depicted was sitting on the go-cart is probably the only way on which to sit on such a go-cart.