



## **CASE REPORT**

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| 1. Complaint reference number | 106/00                                   |
| 2. Advertiser                 | Lismore City Speedway                    |
| 3. Product                    | Leisure & Sport                          |
| 4. Type of advertisement      | TV                                       |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 11 April 2000                   |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows footage of sedan cars being driven round a speedway track, with the opening caption, ‘This Friday night. Lismore Speedway. A real big bugger of a night’. The voiceover includes: ‘The rain got us. But this Friday night, it’s a real big bugger of a night. With the V8 super sedans at Lismore Speedway ..... Real big buggers ..... Gettin’ down and dirty ..... The rain’s gone. And it’s a real big bugger of a night. This Friday night at NBN Lismore Speedway. Y’all be there!’

## **THE COMPLAINT**

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

*‘We don’t wish our children or grandchildren to hear or use these words.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the language used within the advertisement did not contravene community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.