



CASE REPORT

1. Complaint reference number	112/01
2. Advertiser	Francis Street Apartments Pty Ltd (Lumina Apartments)
3. Product	Real Estate
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 May 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Home Alone’, portrays a young woman lounging in an armchair and wearing a strapless evening dress, the skirt of which is raised to show net fabric flounced between her legs. One of her hands rests on her hip and the other on her upper thigh. The accompanying text includes the words, ‘Independent Living’, and describes the product.

THE COMPLAINT

Comments made by the complainant in relation to this advertisement include the following:

‘..... the advertisement [sic] transcends the boundaries of good taste. That is that the model pictured is simulating masturbation. Whilst I am the first to defend the right to speak freely, I feel this tasteless advertisement (sic) goes beyond the parameters of that concept.’

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/nudity, and that the advertisement did not breach the Code on this or any other ground. Accordingly, the Board dismissed the complaint.