



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 116/99  |
| 2. Advertiser                 | The Site Night Club                             |
| 3. Product                    | Entertainment                                   |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 13 April 1999                          |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement comprises a photograph and text. The text includes the words, ‘Girls, girls, girls...Striptease at its best’. The photograph is of a woman dressed in a black jacket which is open to reveal a naked thigh and part of her breasts. One of the woman’s hands appears to be placed between her legs.

## **THE COMPLAINT**

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

*‘The enclosed “ad” has been running for several years in the “West Australian” but it is only this week I have noticed “the hand” I think it used to be covered up? While I do not object to the “ad” as such I feel it would be more appropriate if it was at the back of the paper with all the other “prostitute” type ads.’*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not breach the Code on the grounds of its portrayal of sex, sexuality and/or nudity and would not offend prevailing community views. Board members noted however that the advertiser, in response to the complaint, had voluntarily decided to remove ‘the hand’. The Board dismissed the complaint.