



CASE REPORT

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| 1. Complaint reference number | 117/00 |
| 2. Advertiser | Sexpo Pty Ltd |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises text and the following voiceover: ‘The Club X Sexpo Health, Sexuality and Lifestyle Exhibition is on at Wharf 8, Sussex Street, Sydney, between March 23 and 26. If it’s adult, it’s at Sexpo. Don’t miss it. No person under 18 years admitted.’

THE COMPLAINT

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

‘I find this extremely inappropriate for screening during this time-slot especially as one would assume the target audience to be children/adolescents. The advertisement finished with the stated rating of the expo being for those aged 18 and over. How does this sort of advertisement make it’s (sic) way into a prime-time, PG rated television program? I would also like to point out that I didn’t appreciate having to explain it to my children aged 8 and 10.’

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 portrayal of sex/sexuality/nudity within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.