



CASE REPORT

1. Complaint reference number	154/01
2. Advertiser	The Australian Ballet (Tivoli)
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 July 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement features three scantily clad showgirls, the most prominent of which has one leg through the ‘o’ of the title ‘Tivoli.’ Beneath the illustration and details of the venue and show dates, a quotation from The Australian newspaper states ‘Any show that makes you feel this good shouldn’t be missed.’

THE COMPLAINT

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

‘I am yet to see a man’s penis in an ad, yet daily am subjected to women’s breasts etc.’

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’s provisions relating to the portrayal of sex/sexuality/nudity, or discrimination/vilification. Finding that the advertisement did not contravene the Code on any other grounds, the Board dismissed the complaint.