



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 166/02 |
| 2. Advertiser | Renouf Personal Training Centre |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

As viewed by the Board, the photograph provided by the complainant shows advertising posters on lampposts featuring partial views of a bare-chested male facing towards the camera, and a g-string-style bikini-wearing woman facing away. Stylised text reads: ‘Renouf Circuit Training 9204 4550 Innaloo.’

THE COMPLAINT

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

“The content of the displays is quite tasteless but must be most demeaning for women.”

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 content of the advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, or otherwise breach the Code in relation to the portrayal of people.

Finding that the material did not offend any provision of the Code, the Board dismissed the complaint.