



## **CASE REPORT**

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| 1. Complaint reference number | 171/99   |
| 2. Advertiser                 | Gone Troppo Cruises                                |
| 3. Product                    | Leisure & Sport                                    |
| 4. Type of advertisement      | Radio  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 13 July 1999                              |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement consists of man speaking the dialogue ‘Have you been hooked on Gone Troppo yet? No? Then get on board Gone Troppo Cruises to party all night long on the Friday night harbour delight cruise for \$35 or the Saturday night surf and turf for just \$20. Steve the Fox plays all your old favourites and will have you dancing the night away. You’ll also enjoy John’s talked about sirloin steaks and fresh fish fillets. If it’s fun you’re after, then you’ll find it all on Gone Troppo Cruises. Book at the Karratha Tourist Bureau or Dampier Video, Hardware & Tackle. Gone Troppo Cruises. It’s the most fun you’ll have with your clothes on.

## **THE COMPLAINT**

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

*“My son was with a birthday party of 13 children that went out on this boat ... the group started to fish and this resulted in my son being hooked by a shark hook ... my son was taken to hospital for the hook to be surgically removed. The advertisement that I find in total distaste refers to this incident as ‘have you been hooked on Gone Troppo?’.”*

## **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 advertisement did not contain any material that raised issues for consideration under the Code. The Board, accordingly, dismissed the complaint.