



## **CASE REPORT**

1. Complaint reference number	175/00
2. Advertiser	Club 3 in 1
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, 13 June 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, headed ‘Tonight Australia’s Best Girls!’, consists of photographs and text. On the left is Club Cheetah’s address and telephone number, accompanied by a picture of a leaping cheetah. In the centre under the text, ‘Open every Thur-Fri-Sat – Leading North Qld in Nude Table Top Dancing!’, is a picture of a woman wearing mule-style sandals and reclining stomach down, upper torso raised and resting on bent arms, one leg bent and hip raised (nipples and genitals obscured). To the right is the text ‘Doors Open 8 pm – Free Entry til 9 pm – Neat Dress Rules Apply’. On the far right is a picture of the side view of a woman, taken from her head to below her breast, wearing a bikini top. The advertisement is captioned at the bottom, ‘Club 3 in 1 .... lets (sic) have some fun! .... Club 3 in 1 .... lets (sic) have some fun! ....Ph 49722847’.

## **THE COMPLAINT**

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

*‘I would seek your advice as to whether this advertisement is within the Australian advertising standards.’*

## **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 was of the view that the portrayal of the women within the advertisement did not offend prevailing community standards in their depiction of sex/sexuality/nudity; neither did their portrayal constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.