



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

1. Complaint reference number	185/98
2. Advertiser	Telstra Corporation Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features Billy Connolly (Scottish comedian) walking around the Olympic Village site. Billy Connolly talks about the statistics/facts and figures like the 82 tons of seafood and the 317 000 eggs that will be consumed by the athletes..’ Immediately after the last statement, he remarks, ‘... bloody big omelette eh?’

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*‘I saw this ad between 7.30 pm and 8 pm ...when watching...with my two young children ...(and) at 12 noon and 12.30 pm when again my two young children were within hearing of the television. My objection is to the statement that Billy Connolly makes...he says “bloody big omelette.” I find this inappropriate and offensive and particularly during an hour that children may well be watching.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Members of the Board were of the view that the language used in this advertisement did not breach the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.