



CASE REPORT

1. Complaint reference number	194/02
2. Advertiser	Department of Health & Ageing
3. Product	Community Awareness
4. Type of advertisement	Cinema
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Monday, 12 August 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

In this advertisement referred to the Board, a young girl is portrayed at a party drinking too much alcohol and then entering a bedroom with a young man. Interposed with this is a scenario of the girl refusing alcohol and still enjoying the party. The bedroom door is then opened and we see the girl who over-indulged sitting partially undressed on the side of the bed, with the young man vomiting over the side. The final caption reads: ‘Drinking—Where Are Your Choices Taking You?’

THE COMPLAINT

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

“...I find both these unacceptable (when shown in the forum of a “G” rated film)...as they depict variously excessive drinking, nudity/sex and violence...I am outraged that they (young children) are subjected to these images....”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board dismissed the complaint after reaching a determination that the advertisements did not constitute a contravention of the Code on the grounds of health and safety, portrayal of sex, sexuality and nudity, nor any other grounds.

In reaching its determination, the Board noted that the advertiser had advised an acknowledgement that greater care and consideration would need to be exercised within the classification process in future.