



CASE REPORT

1. Complaint reference number	196/01
2. Advertiser	Kosciusko Thredbo Pty Ltd
3. Product	Travel
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a naked woman standing looking directly at the reader. The woman's lips are green, there are patches of blue covering her nipples, and her pubic hair is visible. Accompanying text reads: "Thredbo. You'll like it."

THE COMPLAINT

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

"The advertisement is a full frontal nude photo of a young woman with her lips coloured green (to symbolise a beginner run), nipples coloured blue (a little bit more 'challenging' to achieve) and dark pubic area (referring to the difficult black run)... This advertisement is offensive for the following reasons: 1. Gratuitous use of nudity... 2. Banal suggestion that the primary reason for a ski trip to Thredbo is to pick up a young woman... This ad sends a message to young women that if they go to Thredbo they will be a target for men looking for sex and implies to male viewers that it is acceptable to treat a trip to Thredbo as a sex tour."

"This advertisement is completely offensive as it rates body parts of a woman as competitive sport and something which a person may strive to 'achieve' ... why in the year 2001 are we giving such an archaic representation of young women to men???"

"This ad goes beyond repelling me as it is so overtly sexist."

"Undeniably, there's a strong possibility of getting laid while you're at Thredbo, but does it need to be advertised in such a humourless way?"

THE DETERMINATION

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

Noting the advertiser's advice that the material had been placed in "two carefully selected publications" ('Black & White' and 'Large' magazines), the Board considered that the advertisement was appropriate within the context of the media and the message.

On this basis, the Board determined that the material did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/

vilification or health & safety. Finding no other breaches of the Code, the Board dismissed the complaint.