



CASE REPORT

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| 1. Complaint reference number | 2/00 |
| 2. Advertiser | Catalina Country Club Pty Ltd |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene, apparently viewed through the perspective of a video camera, of a man dressed in golf shirt and shorts leaving a house and loading his golf clubs into a car. The next scene shows the man apparently pulling on a pair of long trousers while lying in the back seat of the car with his feet sticking out of the window. He then gets out of the car, puts on a jacket, removes his golf cap and walks off with a group of other men dressed in similar attire. In the final scene, the man is shown returning home, again dressed in golfing attire. A female voice is heard off camera asking 'So, did you enjoy golf?' as the recorded scene of him changing trousers is displayed on a television set. The words 'You can't keep it to yourself forever ... Catalina Country Club' are then superimposed on the screen.

THE COMPLAINT

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

"Is it attempting to sell the idea that infidelity is all right, so long as you tell your partner that you were playing golf at the Catalina Country Club?"

"... the husband is engaging in homosexual activities in the back of a car."

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 advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. It was noted that the scene in question only involved the man changing from sports clothing to business clothing and that the complainants had apparently misinterpreted this aspect of the advertisement. The Board, accordingly, dismissed the complaint.