



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 208/04  |
| 2. Advertiser                 | Austereo Group Ltd - Triple M (netball)             |
| 3. Product                    | Media   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 14 September 2004                          |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features footage of women's netball teams playing a game of netball. The footage is accompanied by Triple M radio DJs' commentary. One of the Triple M DJs calls the game of netball a 'chick's game' and that men should not be allowed anywhere near it. The tagline is "Nothing's Sacred".

## **THE COMPLAINT**

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

*"I strongly believe this ad is degrading to women."*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*"We advise that this advertisement had been discontinued in both Melbourne and Sydney."*

*"The comments were part of a comedy piece and were clearly intended to be seen as such and were not part of a serious comment on the subject."*

## **THE DETERMINATION**

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

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.