



CASE REPORT

1. Complaint reference number	219/00
2. Advertiser	Brisbane Powerhouse Centre for Live Arts (Go by Night)
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph of a man (face obscured) standing towards and against a brick wall, arms outstretched and underpants pulled down (genitals covered) to reveal his bare buttocks. The accompanying text includes: ‘Loiter with intent at Brisbane Powerhouse for a powerfully gripping night in the theatre!’, season details, review excerpts and details of the venue.

THE COMPLAINT

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

‘I hope you will at all times uphold the standard of living pertinent to the majority of the population, including young children, who have enough to cope with hearing public stories of paedophilia and homosexuality, without having visuals such as this thrust onto them.’

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 determined that the material contained within the advertisement did not breach prevailing community standards in its depiction of sex/sexuality/

nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint. The Board noted in passing that the advertiser, having received a complaint direct, had modified the advertisement so that the bare buttocks were obscured.