

CASE REPORT

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| 1. Complaint reference number | 233/04 |
| 2. Advertiser | Austereo Group Ltd - Triple M (Olympics - beach volleyball) |
| 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 wearing sports swimwear and playing beach volleyball. The footage is accompanied by Triple radio DJs' commentary which includes a comment that all women who play beach volleyball should have breast augmentation. The tagline is "Nothing's Sacred".

THE COMPLAINT

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

"Radio station MMM in Sydney has been running a series of TV advertisements promoting their 'comedy' lineup where they make demeaning remarks about participants of various sports. These remarks are supposed to be funny but fall way short of the mark and are nothing more than demeaning."

"It distresses and infuriates me on a personal level to have to watch this ad during my Olympic viewing, but even more so when I am watching with my early-teen-age daughter. I am seriously distressed that she has to be exposed to the increasing level of sexual advertising in general, but this ad goes beyond the pale."

THE ADVERTISER'S RESPONSE

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

"The comments made as part of the commercial were part of a tongue-in-cheek comedy piece in the context of the 'Nothing's Sacred' campaign currently run by Triple M. The campaign positioner 'Nothing's Sacred' actually indicates to the viewer that the views represented are not intended to be views considered as justifiably held by right thinking members of the community and are not intended as serious opinions on the subject at all but rather deliberate 'stirring the pot'. We think that the reasonable member of the audience would understand this and that an assessment of the advertisement should be understood in this light."

"The relevant advertisement is no longer being broadcast."

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.