



CASE REPORT

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| 1. Complaint reference number | 251/04 |
| 2. Advertiser | Austereo Group Ltd - Triple M (Olympics - softball) |
| 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 female softball players playing softball. The footage is accompanied by Triple M radio DJs' commentary including comments about having to be visually impaired to miss the ball. The tagline is "Nothing's Sacred".

THE COMPLAINT

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

"These remarks are supposed to be funny but fall way short of the mark and are nothing more than demeaning. For example, they suggest mothers not let their daughters play softball because the softball players look like they should be truck drivers."

THE ADVERTISER'S RESPONSE

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

"We advise that the advertisement is no longer being broadcast. We respond that the commercial does not discriminate against persons on the basis of sex so as to breach section 2.1 of the Advertiser Code of Ethics and nor do there appear to be any other parts of the Code of Ethics that are relevant here. The comments made as part of the commercial 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 of women's participation in sport."

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.