



CASE REPORT

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| 1. Complaint reference number | 252/04 |
| 2. Advertiser | Austereo Group Ltd - Triple M (Olympics - weightlifting) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 14 September 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features footage of male weightlifters. The footage is accompanied by Triple M radio DJs' commentary including comments about how Europeans who can not make it in their own country come to Australia to represent Australia. 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."

"They refer to weightlifters as being those who could not make it in their country and so become Australians just to enter the Olympic games."

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 race so as to breach section 2.1 of the Advertiser Code of Ethics. There is no allegation set out in the complaint that there has been a breach of the Code. It is a comedy piece and is not meant to be taken as any 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 (race)/vilification.

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