



## **CASE REPORT**

1. Complaint reference number	252/99
2. Advertiser	Synagogue Nightclub (The House of Syn)
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The subject of the complaint/s is a series of print advertisements promoting the various aspects of, and forthcoming events at the ‘House of Syn – Synagogue Nightclub’. An image of the Star of David is incorporated into each advertisement.

## **THE COMPLAINT**

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

*“The misuse and abuse of both the name Synagogue (which exclusively means a place of worship for Jews) and the use of the Jewish Star (a religious and cultural symbol unique to Judaism) publicly misrepresents and mocks the Jewish people and religion.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

While appreciating the personal viewpoints expressed by the complainant/s, the Board determined that the advertisements’ utilisation of religious references was not such as to offend prevailing community views and standards. In reaching this determination, the Board noted that the establishment being promoted was actually called the Synagogue Nightclub (being located in Synagogue Place) and that the advertising appeared to be narrowly targeted towards the youth club scene. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.