



CASE REPORT

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| 1. Complaint reference number | 259/00 |
| 2. Advertiser | Eden Ritchie Recruitment Pty Ltd |
| 3. Product | Employment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 5 September 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘We don’t just put bums on seats’, comprises text and a photograph of a young child, naked and back to camera. The text advertises two positions, and includes the advertiser’s logo and contact details.

THE COMPLAINT

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

‘I feel this is very close to child pornography. Considering the problem of child porn and paedophiles I feel it inappropriate for this sort of advertising to be used.’

THE DETERMINATION

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

The Board was of the view that the depiction of the child within the advertisement did not contravene prevailing community standards in its portrayal 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.