



CASE REPORT

1. Complaint reference number	259/99
2. Advertiser	Ainslie Football Club
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a sequence of cartoon style images with an American ‘wild west’ theme, commencing with a scene of two women on a saloon balcony with female voiceover ‘Is that a gun in your pocket or are you just glad to see me?’. A male voiceover continues, giving details about the club’s ‘Western Rewards’ competition.

THE COMPLAINT

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

“I do not have to explain why this type of advertising should not be shown in front of young children.”

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.