



CASE REPORT

1. Complaint reference number	264/02
2. Advertiser	The Oyster Bar
3. Product	Restaurants
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement depicts a young woman wearing what appears to be a bikini. The words ‘freshly shucked’ appear in the middle of the poster, accompanied by text that invites consumers to sample the new and refurbished hospitality of the Oyster Bar. The invitation is signed by Warren Mead, and telephone numbers for Mead’s at Mosman Bay and LINQ at South Perth are also incorporated.

THE COMPLAINT

Comments which the complainant/s made regarding these advertisements included the following:

“...the enclosed advertisement (is) vulgar, sexist, tacky and offensive!”

“...I find this sort of advertising inappropriate, particularly for a daily newspaper. It is demeaning to women...The language is inappropriate and in the circumstances obscene...”

THE DETERMINATION

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

The Board determined that, within the context of prevailing community standards, this advertisement did not breach the Code’s provisions relating to discrimination and/or vilification.

Finding that the advertising material did not breach the Code on any other grounds, the Board dismissed the complaint.