



CASE REPORT

1. Complaint reference number	283/00
2. Advertiser	SOCOG
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a schoolgirl in a laboratory talking to camera. Her remarks are interspersed with footage of the announcement of Sydney as host city of the 2000 Olympic Games, a fireworks display, cheering crowds, a sports venue and sports team. The girl says: ‘In 1993, I remember Sydney got the Olympic Games. Everyone went crazy, jumping up and down ‘cos they were so excited. It’s been such a long time, like half my life, waiting and waiting and it’s just for one year.’ (The text, ‘Ansett Olympic sale. Seats available’, is superimposed on-screen for the remainder of the advertisement.) ‘It’s going to be so exciting, I’ll never forget it. I’m going to see the gymnastics, the baseball and the football. I’ll never give my Olympic Games tickets to anyone. I say, if you’re not going to the Olympics, you’re crazy. Think of what you’ll be missing out on.’ The advertisement concludes with the text: ‘For Olympic tickets call 13 72 79 or visit www.olympics.com or an Olympic Box Office’, and the Sydney 2000 logo.

THE COMPLAINT

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

‘By using make-up the little girl indicates that all little girls are acceptable targets for males seeking sexual gratification. “You’re crazy” if you don’t go to the Olympics. Therefore people who are disadvantaged and unable to afford to attend are “crazy”? The little girl is being abused as well as those who will not accept the airline’s offer. Discrimination and abuse in any form is (sic) illegal in Australia .’

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 determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.