



CASE REPORT

1. Complaint reference number	31/99
2. Advertiser	Manpower Australia
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement comprises a montage of shots and a voiceover. The visuals include shots of groups and individual men performing on stage in a range of costumes. The voiceover includes the words, ‘Celebration of Manpower...Get ready ladies for the ultimate girls’ night out... Australia’s hottest new export...exciting costumes...dynamic dancing...will set your night on fire.’

THE COMPLAINT

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

‘I understand Channel Ten may well have been operating within approved guidelines regarding the timing of the commercials but I maintain my position that it is totally irresponsible for our society to tolerate such commercials being screened during children’s programs.

...It is difficult enough to raise children with Christian beliefs and morals in our current society...’

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 the advertisement’s portrayal of sex, sexuality and/or nudity did not breach the Code and would not offend prevailing community views and standards. The Board was satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.