



## **CASE REPORT**

1. Complaint reference number	317/99
2. Advertiser	The Liberal Party of Australia (Victorian Division)
3. Product	Community Awareness
4. Type of advertisement	Radio
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement commences with an announcer saying ‘I’m getting the opinions of Victorians on the upcoming State election’ and proceeds to ‘interview’ a number of people who speak in support of the Victorian Liberal government. One man says ‘Yeah, Jeff ... Yeah, he’s a legend mate ... Jeff [beep]ing rules’.

## **THE COMPLAINT**

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

*“Within the context of an election campaign the use of offensive or vulgar language is unacceptable and I would perceive it as being un-Australian.”*

## **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 language used in the advertisement did not offend prevailing community views and standards. The Board noted that the word in question had been substantially beeped out, leaving only the ‘ing’ syllable. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.