



CASE REPORT

1. Complaint reference number	321/03
2. Advertiser	Gaymatchmaker.com
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with a cartoon image of a stretch of bars, nightclubs and bottle shops. The cartoon depicts a transsexual, a well built young man, a bouncer and a policeman all standing on the footpath. A voiceover then says, “Forget the bars...it’s a tragic scene. Gaymatchmaker.com.au can hook you up with bears, twinks, and young ‘uns, daddies, chubs...the choice is yours”. The advertisement then goes on to show images taken from the company website.

THE COMPLAINT

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

“...In my mind...it is suggesting that they match gay people with children.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“...the reasoning behind this script is that it uses gay lingo which is extremely common amongst gay men. The script is specifically written for and targeted at gay men and not for the general public...” young ‘uns’ [means] a young gay man aged 18 to 25”.

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 noted that complainants felt the advertisement promoted paedophilia. It noted further the advertiser’s response that the language used in the advertisement is “gay lingo” and is targeted at gay viewers, not the general public. On this basis, and given the time slot during which the advertisement is aired, the Board found that the content did not contravene any provision of the Code.

Accordingly the complaint was dismissed.