



CASE REPORT

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| 1. Complaint reference number | 325/00 |
| 2. Advertiser | Coconut Bar Cafe |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 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, 14 November 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph and text and is in three sections. The top section (text) reads: ‘The Coconut Bar presents a night of humiliating initiation rituals, snappy uniforms and delightful disciplinary codes with: (caption) Too cool for school.’ The middle section (photograph) depicts two rows of young men, each wearing trousers, shirt and tie, one row standing and the other sitting outside a large building with a sign ‘Coconut Bar – Class 2000’ in front of them. In the foreground stands a young woman holding a ruler and wearing an open cardigan exposing a bra, mini skirt, stockings and suspenders and high heel, ankle-strap shoes. The photograph is captioned, ‘Behave’, under which are the words, ‘The fees: outrageous, the initiation rituals: humiliating, the uniforms: snappy, the disciplinary code: a delight.’ The bottom section (text) announces ‘Sat 21st October – featuring: DJ Swami - DJ foreplay – Milk Crate DJ’s – Professional Dancers, VIP Detention Rooms, School was never this’ and the advertiser, its address and telephone number.

THE COMPLAINT

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

‘As a parent it concerns me that advertisers can use images suggesting schoolgirls are sex objects..... I believe that this trend towards passing off unhealthy and perverse images of school children and school as sexually titillating fun/fantasy, gives a contradictory message to adults in the community which has serious implications for our children and their safety. I suspect promotions such as these encourage some men to view sexual relations between adult men and teenage schoolgirls as more acceptable than they would otherwise, and trivialise the potential for harmful effects from such attentions.’

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 was of the view that the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.