



CASE REPORT

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| 1. Complaint reference number | 361/00 |
| 2. Advertiser | TradeTools (Qld) Pty Ltd |
| 3. Product | Retail |
| 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, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The print advertisements contain pictures, details and prices of a variety of tools and hardware products. Some of the items are accompanied by pictures of women wearing bikinis or underwear, occasionally holding the product concerned. Details of the advertiser's trading hours, branches, addresses and telephone numbers appear at the lower right of the advertisements.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'I think there is sufficient material of this nature in men's magazines and do not think it is at all acceptable to have in a newspaper. As a woman I not only find this sexually demeaning to women, I also know it puts immense pressure on us to conform to an unattainable figure.'

'Why would any company need to advertise wheel barrows, hammers, hardware, etc. with a lady dressed in underwear (sic).'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics ('the Code').

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