



CASE REPORT

1. Complaint reference number	369/05
2. Advertiser	Funbox Pty Ltd (Gold Coast Girls)
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, 13 December 2005
7. DETERMINATION	Dismissed

This television advertisement opens on four underwear-clad girls saying: “*Hi, we’re the Gold Coast Girls*” and a voiceover asking if you’ve ever wondered what four hot girls sharing an apartment get up to? The girls are shown sharing various sexual activities, such as licking, kissing and one fondling another’s bouncing breasts, exposing their briefly-clad buttocks and genitalia. The voiceover and text give details of a phone number and website for more information.

THE COMPLAINT

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

“... the closest thing to explicit pornography that I’ve seen so far on free-to-air tv... repeated close-up shots of vaginas with legs wide spread and buttocks held open...”

“... nothing but pure porn.”

“... this filth should not be on free TV.”

THE ADVERTISER’S RESPONSE

“... the content shown... is no worse than most programming or content available within the 12am – 5am timeslot.”

“... we reserve and respect the rights of consumers that choose to use such services as much as we respect the rights of those who choose not to.”

“... while the individuals in your correspondence choose not to use our services, many do and that’s the fantastic thing about freedom of choice.”

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 was of the opinion that the scenes depicted in the advertisement were particularly explicit. However, the Board noted that the advertisement had been broadcast at 12.15am within its correct classification time-zone. The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and also the relevant program time-zone.

The Board found that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

Further finding that the advertisement did not breach the provisions of the Code on any other grounds, the Board dismissed the complaint.