



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 53/04 |
| 2. Advertiser | Australian Jockey Club (Randwick Easter Carnival) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 13 April 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman getting ready for the Easter Racing Carnival. She is depicted from the rear in her underwear and then is shown putting on her hat, dress and shoes.

THE COMPLAINT

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

“The advertisement had nothing to do with the racing industry but was more suggestive of an advertisement for prostitution.”

“This advertisement sends all the wrong messages about racing and actively contributes to the continuing harassment and discrimination of women within the industry and in society generally.”

THE ADVERTISER’S RESPONSE

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

“We strongly believe that the commercial is not only elegant, our research suggests that is considered more than tasteful to the female audience who(sic) it is targeting. Our complaints for the advertisement have been limited to a single complaint which suggests to(sic) its popularity.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, the majority of people would not be offended.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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