



## **CASE REPORT**

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| 1. Complaint reference number | 6/99   |
| 2. Advertiser                 | Barbeques Galore Aust Pty Ltd  |
| 3. Product                    | Housegoods/services  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 9 February 1999   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows a man looking over the fence into the neighbour's yard. The advertisement shows camping gear, a barbecue and outdoor furniture together with a male voiceover saying, 'It's the Barbeques Galore annual clearance with great prices on camping gear, barbecues and outdoor furniture.'

On showing each of these items, the advertisement also shows various bikini clad women. The man (looking over the fence) can be heard making admiring noises and saying things like, 'Very nice.' A woman, spade in hand, approaches (from the man's side). Saying to the man, the words, 'You dirty...' she proceeds to hit him over the head. The advertisement concludes with the Barbeques Galore logo and the voiceover saying, 'It'll be a real shame to miss it.'

## **THE COMPLAINT**

Comments the complainants made regarding this advertisement included the following:

*'To suggest that barbecues and outdoor furniture might sell by having some male perve over a fence is not acceptable. To equally suggest that a wife may have recourse to violence because her husband is perving is even less acceptable.'*

*'We constantly hear on the television that violence towards women is "not on". Yet to see a commercial overtly promoting domestic violence toward men sends a very disturbing message to the community in general.'*

## **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 determined that the advertisement's portrayal of the people concerned did not constitute discrimination or vilification and did not breach the Code. The Board noted the obvious contextual humour in the advertisement. The Board was satisfied that the material depicted in the advertisement did not breach any other section of the Code and dismissed the complaint.