



CASE REPORT

1. Complaint reference number	61/05
2. Advertiser	Hot Spot
3. Product	Entertainment
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 8 March 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement that features a female standing up wearing shorts and a top and bending over with her bottom in the air. The advertisement reads "Hotspot Private Dancing Club. Beer on tap. Open every day and night."

THE COMPLAINT

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

"What century are we living in? Stop exploiting women or assisting in exploiting women. We are struggling to keep families together without these whores taking over our money and men. What is the message we are giving to our teenage girls and children. That's what we have to be to get attention from men and that it's not about what's in your head it's about showing your body and selling yourself."

THE ADVERTISER'S RESPONSE

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

"We say that all facets and features of Victorian State and Local Government Legislation and Regulation is complied with. It follows that The Hot Spot assert the letter of complaint has no standing with regard to the AANA Advertiser Code of Ethics and should therefore be rejected."

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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