



CASE REPORT

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| 1. Complaint reference number | 63/01 |
| 2. Advertiser | Masterton Homes Pty Ltd |
| 3. Product | Real Estate |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement takes the form of a simulated guided palace tour with ‘Sir Jim,’ with the couple on the tour encountering a man in green tights advised as ‘*Lord Brian ... our right royal pain.*’ A concluding announcement offers ‘*\$20,000 of luxury inclusions for only \$5,000,*’ before giving location details.

THE COMPLAINT

Comments made by the complainant regarding this advertisement included:

‘This ad is part of a series of radio ads that feature an obviously homosexual character named Brian ... speaking in a negatively exaggerated form of the stereotypical high camp accent usually used to identify members of the homosexual community ... As a member of Sydney’s gay community I am outraged, offended and acutely hurt by being represented in such a fashion...’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

Having regard to the contextual humour of the advertisement, the Board determined that it did not contravene prevailing community standards in relation to either the portrayal of sex/sexuality/nudity or discrimination/vilification. The Board found that the material did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.