



CASE REPORT

1. Complaint reference number	68/02
2. Advertiser	Riverview Service Centre Pty Ltd
3. Product	Professional Services
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 12 March 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement employs a female announcer saying: “Seen the Dykes at the Riverview Service Centre lately? Keith and Phil Dyke that is—they’re the owners ... and they offer mechanical repairs, snacks, oh and fuel ... of course ...plus a comprehensive range of tyres including Bridgestone, Toyo, Michelin and Dunlop ... and you can even phone through on 655 99 176 to get your gas bottle refill organised. But what sets the Dykes apart is their friendly country service—so remember that name—the Dykes—that’s the two blokes at the Riverview Service Centre, Ocean Drive, North Haven.”

THE COMPLAINT

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

“I find this advertisement offensive because I believe there is not so subtle word play involved here, indirectly aimed at homosexual females.”

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 considered that most people would not take any offence at this advertisement and determined that it did not constitute discrimination and/or vilification as represented in the Code.

The Board also determined that the advertisement did not breach the Code on any grounds and dismissed the complaint accordingly.