



CASE REPORT

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| 1. Complaint reference number | 77/01 |
| 2. Advertiser | Sydney Turf Club (Rosehill Ladies' Day) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Gender - 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 opens with music and a woman saying *'Hi Boys. What are you doing on Saturday? What if I told you I was interested in some serious*

group action, with whips, leathers and a saddle ... going the whole fifteen hundred metres.' A male voice then announces Ladies Day at Rosehill Gardens .

THE COMPLAINT

Comments by the complainant in relation to this advertisement include:

'The advertising had a lot more to do with selling women whose only interest was sex and nothing to do with a feature horserace meeting.'

THE DETERMINATION

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

The Board noted the contextual humour of the advertisement, and determined that its content did not contravene prevailing community standards relating to the portrayal of sex/sexuality/nudity, and that did not otherwise constitute discrimination/vilification. Finding the advertisement did not breach the Code on these or any other grounds, the Board dismissed the complaint.