



CASE REPORT

1. Complaint reference number	91/06
2. Advertiser	Tourism Australia
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Nationality – section 2.1 Discrimination or vilification Religion – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features everyday Australians advising that they have made extensive preparations for overseas tourists to visit Australia. Some of the preparations include a man drinking in various iconic Australian scenarios: a man drinking in an outback pub “We’ve bought you a beer”; a camel driver in the desert “And had the camels shampooed”; a young woman wearing a bikini on a deserted beach “And we’ve saved you a spot on the beach; a young male lifesaver “And we’ve got the sharks out of the pool”; a golfer “And we got the ‘roos off the green”; a man on a sail boat “Your taxi’s waiting”; a young Aboriginal girl points to a rainforest waterfall and advises “We’ve got the shower working”; a family living on an isolated homestead where Dad says “Bill’s on his way to open the front gate; a waiter serving meals with Uluru (Ayers Rock) in the background “And dinner’s about to be served”; a boat on Sydney Harbour with the Opera House in the background “We’ve turned on the lights” and an Aboriginal corroboree where a dancer smiles “And we’ve been rehearsing for over 40,000 years”. The advertisement concludes with the young woman on the beach asking “So where the bloody hell are you?”

THE COMPLAINT

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

It is gratuitously rude...makes me embarrassed to be Australian.

To me it is a swear word and children think it is acceptable because they see it on TV

In these times of cultural sensitivity the word bloody could be seen as highly undesirable

“Bloody” is a contraction of “by Our Lady” and could therefore be seen as offensive to many persons with strong Christian beliefs

THE ADVERTISER’S RESPONSE

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

The word “bloody” has been used in the tagline as a good Australian adjective, which is delivered with genuine Australian warmth as a personal invitation to make overseas visitors feel welcome.

The campaign is primarily designed to promote Australia by capturing the essence of the Australia personality and the charm of the Australian people, which appeals so strongly to prospective travellers overseas.

In concept testing throughout the world, the campaign was universally seen as delivering on a sense of new news, an invitation and absolutely genuine. The “line” was very much a part of that response. Alternatives to the line were seen as unlike how an Australian would deliver the line and unlikely to stand out.

THE DETERMINATION

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

The Board noted that the word ‘bloody’ has been used in a number of advertisements in Australia and that the Board has not upheld complaints about such use on the basis that the term is part of Australian colloquial and vernacular language and is unlikely to be considered offensive language by the majority of Australians.

The Board considered the use of the word ‘bloody’ in this advertisement and noted that it is used in a friendly manner encouraging people to visit Australia .

The Board did not consider that the use of the word ‘bloody’ or the phrase ‘bloody hell’ in the context of this advertisement was inappropriate nor did it consider that the words are strong or obscene.

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