



24th September.

Ms Lyn Beverley
Committee Secretary
Joint Select Committee on Gambling Reform
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Madam,

I wish to draw your attention to the following:

On Saturday afternoon September 24, 2011, during the screening of the AFL preliminary final, Channel 10 aired, more than once, an advertisement depicting a man lasciviously squirting sunscreen onto the pelvis of a bikini clad female who reclined on a banana lounge. I cannot remember the language accurately, but a male voice says the sunscreen pump is a good invention or some such thing. Apparently this advertises online betting.

This advertisement is offensive because of the intended and overt sexual connotations. I am complaining about the distastefulness and indecency of this material, especially screened when it was. I think the advertisement is beneath what is accepted as the generally prevailing community standards of what is tasteful and decent. I also wonder about the connection between sunscreen coming in a pump container, and online betting. I think the comparison is rude, crude and inappropriate.

The sexually suggestive nature of the male squirting the white cream on to woman's body is offensive- the visuals and the soundtrack. Channel 10 should not have screened the commercial when it did. Indeed, Channel 10 should reconsider the merit and appropriateness of airing the commercial at all.

Furthermore, who would be persuaded to take-up online betting having seen that anyway?

I am left wondering what priorities determine the decisions made at Channel 10. Obviously Channel 10 needs to reconsider commercial gain and accept its responsibility to maintain decent TV, especially during the football. Surely there are "decent" ads for online betting? Doesn't Channel 10 have guidelines on what is acceptable? Anyway there is always commonsense.

Those responsible need to monitor better what and when commercials are screened. There is no excuse. Channel 10 has a duty to uphold society's standards of taste and decency, and to get it right.

Yours faithfully,

Heather Coyne