

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Budget Estimates Hearing 2007-08
28 May 2007

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: Tourism Australia – advertising in the UK

REFERENCE: Question on Notice (Hansard 28/5/07, Page E88)

QUESTION No. B1-114

Senator O'BRIEN—Was it possible for you to check with the authority before the campaign commenced as to what was acceptable and what was not acceptable?

Mr Buckley—I cannot answer that. I would have to check what role they might or might not have been willing to play in that process. I do not know the UK advertising environment well enough to be able to answer that.

Senator O'BRIEN—Does Mr Hopwood know?

Mr Hopwood—No, I am sorry, I do not.

Mr Buckley—I can find that out as to what role they play and whether they do provide that sort of service. Our media agency provides us with the recommendation.

Senator O'BRIEN—I would be happy if you found out because it would help all of us.

ANSWER

The United Kingdom's (UK) Advertising Standards Authority (ASA) is a self regulating body made up of media owners. In developing the outdoor campaign activity for the UK market, all the media owners of the outdoor spaces where the posters appeared were shown the artwork prior to the posters being displayed. All agreed to the placement and none expressed concerns.

On 26 March 2007 the ASA ruled that the phrase “bloody hell” could not be used in future outdoor advertising in the UK.

This ruling was based on 32 complaints to ASA from people who found the use of the words “bloody” and “hell” inappropriate or were concerned that, because it was featured on a poster, children might see it.

The outdoor poster activity, which featured the Uniquely Australian Invitation campaign tagline ‘So Where the Bloody Hell Are You?’ ran in the UK from 1 January until 4 February 2007. However, ASA recognised that the posters had not caused widespread offence.