



Mr Craig Tiley  
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February 11, 2020

Dear Mr Tiley

### **Ultra Tune sexist advertisements during Australian Open broadcast**

I am writing to draw your attention to the series of ads for the car servicing company Ultra Tune which ran on high rotation during the recently concluded Australian Open broadcast. You may be familiar with the widespread criticism of these ads particularly through social media (see here: [https://www.collectiveshout.org/ultra\\_tune\\_complaints\\_on\\_social\\_media](https://www.collectiveshout.org/ultra_tune_complaints_on_social_media)).

We believe these ads harm Tennis Australia's brand and, more broadly, negatively impact our efforts to advance equality of women in sport.

Our organisation, Collective Shout ([www.collectiveshout.org](http://www.collectiveshout.org)), is a grassroots campaigning movement challenging the objectification of women and sexualisation of girls in media, advertising and popular culture. We target corporations, advertisers, marketers and media which exploit the bodies of women and girls to sell products and services, and campaign to change their behaviour. More broadly we also engage in issues relating to other forms of exploitation, including the interconnected industries of pornography, prostitution and human trafficking.

Our work is underpinned by a mounting body of evidence which documents the real harms of exposure to sexually objectifying imagery to women, children and men. For example, a meta-analysis of two decades of research shows that sexually objectifying portrayals of women lead to the viewer's perception that women are less competent, less moral and less-than-human (see <https://www.tandfonline.com/doi/abs/10.1080/00224499.2016.1142496> and <https://whv.org.au/resources/whv-publications/advertising-inequality-impacts-sexist-advertising-women%E2%80%99s-health-and>).

**We are writing to you specifically in your capacity as Chief Executive Officer of Tennis Australia, Tournament Director for the Australian Open and as a Male Champion of Change - whose members promise to 'end everyday sexism' - to appeal to you to use your significant influence to inform Channel 9 that you do not want Ultra Tune to be represented as a sponsor of your tennis-related events.**

The Ultra Tune brand has become synonymous with misogyny and sexist portrayals of women in its advertising over many years. We have documented the company's use of degrading gender stereotypes, its vilification of women resulting in multiple Ad Standards' rulings against it and the engagement of known perpetrators of sexual assault and domestic violence in the production of its ads. (See: [https://www.collectiveshout.org/reasons\\_to\\_boycott\\_ultratune](https://www.collectiveshout.org/reasons_to_boycott_ultratune)). Ultra Tune's ads have featured in the Ad Standards' 'Most complained about' lists for four years running. This is a further indication of widespread community objection to Ultra Tune's sexist portrayals of women.

It was particularly disturbing to see Ultra Tune's sexist messages aired during the women's matches - to have the public's enjoyment and celebration of women in elite sport imposed upon and undermined by these ads.

We urge you to exercise corporate social responsibility - and act consistently with your status as a Male Champion of Change - to act swiftly to disassociate Australian tennis from this company which perpetuates such harmful messages about women and girls and fosters a culture in which their mistreatment is perpetuated and normalised.

We commend you for your personal commitment to do whatever you can to address sexism in all its expressions and therefore have reason to believe that you will share our concerns.

I look forward to hearing from you. If you would like to discuss by phone please don't hesitate to call me on [REDACTED]

Yours sincerely,



Melinda Tankard Reist  
Movement Director, Collective Shout