



Case Report

1	Case Number	0060/17
2	Advertiser	Australian Football League
3	Product	Sport and Leisure
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	22/02/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

The background images are women playing AFL and the advertisement promotes the new league. Famous sports people and celebrities face the camera and mention how they'd "like to see that..." stating different parts of the game they are interested in seeing. For example: "Women riding high, I'd like to see that" - spoken by Michelle Payne.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I object to only one aspect of the advertisement: the contribution from SBS presenter Li Lin Chin, in which she says: "Women kicking balls? I'd like to see that".

It beggars belief that the producers of this advertisement are not very well aware of the double-meaning contained in this statement. Clearly it can be construed to mean women kicking men in the testicles. The double-entendre is also entirely consistent with Chin's penchant for quirky, ambiguous statements and it would be stretching credibility for the AFL to claim it was not deliberate.

I have no objection to any other part of the the advertisement but think it is only fair that the same standards which outlaw violent and demeaning comments about women should apply to everyone. Some people might find this type of demeaning statement clever or amusing, but I'm confident many would not. I'd ask you to consider the reaction to a similar double-

entendre alluding to violence against a woman's genitalia.

If the the Li Lin Chin contribution was removed from the advertisement the message would be equally powerful and I would have no further objection.

In closing, I anticipate there might be some debate about whether the double-meaning was intended, or whether, even if intended, it is offensive. With all due respect to your decision making process I think the ASB would look quite foolish if they found there was nothing offensive about Chin's contribution.

Disgraceful, blatant sexist double entendre. Imagine a male presenter used to promote a product and reversed the imagery - "Men kicking (vernacular for female body parts) - I'd like to see that". The uproar would be deafening, the advertisement would be withdrawn, the presenter would be required to publicly apologise, and would be sacked. This is disgraceful double-standards.

Lee Lin Chin uses an innuendo and states "women kicking balls, I'd like to see that!"

This is blatantly alluding to violence towards men at the hands of women!

I am against any form of violence towards anyone regardless of gender.

This sort of rhetoric should not be tolerated in any form in this day and age.

The unmitigated gall of the AFL to ingeniously advocate violence towards men is abhorrent.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We refer to your letters of 25 January 2017 regarding the Australian Football League Women's Competition advertisement.

We find it unusual that you would forward such a complaint without actually having seen or heard the advertisement, as you state in your letter. Should you wish to see the advertisement, please follow this link - <https://www.youtube.com/watch?v=Ag8vUiHChuc>

The advertisement in question was approved by CAD on 18 January 2017 with a rating G.

The CAD reference number is 1163004.

This is an advertisement about football, more particularly promoting the launch of the national women's Australian Football competition which has been an enormously successful program promoting the skills, endurance and agility of female athletes, including their ability to kick and mark (catch) a ball, a major part of our sport.

We trust that common sense will prevail in this matter once you actually view the advertisement.

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 the complainants' concerns that the advertisement features a demeaning comment about being violent to men.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that this television advertisement promoting the new Australian Football League Women's Competition features various people saying what they would like to see, including 'women riding high', 'Aussie girls going places', and 'girls who never give up'.

The Board noted that Lee Lee Chin's contribution is that she would like to see 'women kicking balls'. The Board noted the complainants' concerns that this is demeaning to men but considered that this phrase, in the context of women playing AFL, is clearly intended to be a double entendre but is not suggesting that women should be kicking men's testicles. The Board noted that the montage of phrases used in the advertisement are followed by images of women playing AFL and considered that by the time Lee Lee Chin's comment comes up any double entendre has a low impact because it is clear that there will be an AFL image following. The Board noted the overall tone of the advertisement which is encouraging and supporting women's participation in a previously male-dominated sport and considered that in the context of an advertisement raising awareness and support for women's football the use of the phrase 'women kicking balls' is not demeaning to men.

Overall the Board considered that the advertisements did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the complainants' concerns that the advertisement encourages violence towards men. The Board noted that the phrase, 'women kicking balls' is followed by imagery of women playing AFL and considered that while 'balls' can be a colloquial reference to a man's testicles, in this instance the phrase is given context by women playing football. The Board noted there is a high level of community concern around domestic violence but considered that in this instance the advertisement did not depict, encourage or condone violence against men.

The Board considered that the advertisement did not present or portray violence and determined that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.

