



Case Report

1	Case Number	0066/15
2	Advertiser	Australian Drug Foundation
3	Product	Community Awareness
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	11/03/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.5 - Language Inappropriate language
- 2.6 - Health and Safety Depiction of smoking/drinking/gambling
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Two boys dressed in sporting gear are kicking a ball in a suburban back yard. After a final kick, they embrace and happily exclaim “Let’s get wasted!” They begin to mimic adult drinking behaviour that they are implied to have observed in their sports club after a victory. The mimicry includes ‘skulling’ water from cups while chanting, pretending to vomit and shoving one another while saying “Who’re you calling wanker?”

As they chant “more beer, more beer” and collapse to the grass, the focus shifts to a woman (implied to be the mother of one of the boys). She has a concerned, uneasy look on her face as she watches their behaviour. A female voiceover asks “Is your child’s club a Good Sports club?” The scene transitions to some titles, and the voiceover continues “Find out at goodsports.com.au.”

THE COMPLAINT

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

I get that we want our children looked after in any sport/club situation but this ad upset me and I don't think there is any need for this kind of advertising as I don't believe that this behaviour is carried out in the presence of children at sporting clubs and if it was I believe it

is the responsibility of the child's parent to remove them from any such situation.

The depiction of children consuming alcohol. The profanities from the mouths of the children. Being a father of an 11 year old I found it very offensive and my daughter was horrified.

THE ADVERTISER'S RESPONSE

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

Thank you for your recent correspondence in regards to the Australian Drug Foundation's current Good Sports 'Kids learn a lot' National Awareness Campaign. This campaign is an above-the-line television and digital advertising campaign, with a newly-created TVC at its centre. The campaign is running from 11 January to 22 March 2015, and will be measured against metrics relating to enhanced awareness of program and cause.

In addition to a formal response to the complaint received by the ASB, I include some background information about the Australian Drug Foundation and the Good Sports program for your consideration:

(a) Australian Drug Foundation

The Australian Drug Foundation (ADF) is an Australian not-for-profit organisation with a mission to reduce community harm from alcohol and other drugs. Celebrating more than 50 years of service, the ADF is a leading, evidence-based organisation committed to prevention, public education and information resources that support a reduction in risky drug-taking behaviours and enhanced community cohesion. As well as community and workplace programs, we have recently developed our first major social marketing campaign to grow awareness of this cause, and therefore achieve our vision of creating stronger communities and healthier people.

The Australian Drug Foundation's organisational values are Respect, Integrity, Accountability and Innovation.

(b) Good Sports Prevention Program

For more than a decade the Australian Drug Foundation's Good Sports program has been helping community sports clubs to tackle binge drinking behaviours in sport. We do this by helping clubs take practical steps to better manage the service and consumption of alcohol at their club. In some locations, the Good Sports program also facilitates action on safe transport practices (to prevent drink driving), and introduced initiatives to reduce smoking, increase healthy food supply and improve mental health.

Since launching in 2000, Good Sports has been well-received by the local sporting community. The program is now working with 6500 clubs across 70 codes in every state and territory in Australia. With more than 6500 clubs participating in 2014-15, the Good Sports program was proven in a recent four-year random control trial to reduce risky drinking behaviours by 30% against non-participating clubs.

Good Sports is Australia's most successful health promotion program in sport, and the flagship program of the Australian Drug Foundation. KPMG's independent economic analysis has shown that for every \$1 invested in a Good Sports club, up to \$4.20 is saved through reductions in alcohol related harm, including road accidents.

Importantly, Good Sports is successful because it empowers clubs to reflect on the example the club's culture provides to its players, members and spectators. Good Sports Project Officers support clubs to make decisions about the culture they want to foster, and provide local leaders with the tools to ensure a more family-friendly environment for children and young people.

More information about Good Sports is available at www.goodsports.com.au.

Response to complaint

The Australian Drug Foundation takes seriously this complaint from a member of the general public, and respectfully submits the following information as mitigation to assist the Bureau in understanding our position. In reference to <http://aana.com.au/content/uploads/2014/05/AANA-Code-For-Marketing-Advertising-Communications-To-Children.pdf>, <http://aana.com.au/content/uploads/2014/05/AANA-Food-Beverages-Advertising-Marketing-Communications-Code.pdf> and 2.5 and 2.6 of the AANA Code of Ethics, please note:

- 1. The TVC is CAD-rated M. In our planning and scheduling of television media (including bonus and CSA spots on free-to-air TV), our media buyer, Mitchell & Partners worked closely with the relevant stations to ensure the ad is only shown during adult viewing times. This is after 8:30pm on free to air, and after 11:30pm on FOXTEL. Despite the fact alcohol advertisers are free to advertise during the daytime in a live sports broadcast, our ad is targeted toward parents of children 8-12years, and was deemed not appropriate for daytime viewing.*
- 2. We recently received confirmation in writing from Mitchell & Partners that the campaign was booked on 9jumpin to target All People 18+ with Mi9. While the campaign is booked to target people 18+, this is not necessarily a fool-proof system as their age targeting is based on Microsoft User ID's (they have over 14.2 million active IDs generated from Outlook, Skype, Xbox and Windows8): "If someone is using a shared computer, they will be targeted based on the age of the registered user, for example, if a parent has Outlook, age targeting assumes 18+ even when a minor is using the computer. While age targeting is not an exact science, unfortunately this will be the same across most major digital publishers. Mi9 have delivered on what was agreed in regards to targeting. However, in this instance, some responsibility needs to fall to the parent to monitor what the child is watching."*
- 3. The Good Sports campaign is a timely social marketing campaign designed to raise awareness of the impacts of alcohol for children and young people in relation to local and state-level sport. We agree it is uncomfortable watching children act drunk and using the word 'wanker'; however, the uncomfortable reality is that young people are exposed to Australia's culture of boozy profanities and risky drinking behaviour every day. 'Wanker' is a commonly used word, and its use effectively underscores how drunken behaviour might be observed and understood through the eyes of children.*

Alcohol-related injury and illness kills more than 5,500 people in Australia each year, hospitalising 160,000 others. Alcohol is responsible for more harm than all other illicit drugs combined, and is a serious public health issue. In fact, alcohol kills more people than the road toll, so we believe some adult viewer discomfort is worthwhile if it leads to harm reduction and prevention of deaths and suffering, by highlighting how young people might adopt healthier habits for the future.

When developing the advertising content, the Australian Drug Foundation deliberately chose a creative approach that forces the target audience - that is, parents - to not 'opt-out' of the issue.

4. This campaign has received an overwhelming amount of positive support on social and mainstream media, including 33k Facebook views, and coverage in every major national paper and radio station. Major sports figures, other national charities, state and national sporting agencies, parents, local councils, health agencies and academics in the field of preventive health have all endorsed, tweeted and shared the TVC with their networks as well. The campaign launched on 15 January on Channel 9's Today Show with our campaign Ambassador and Father of the Year Andrew Gaze. The launch was viewed by 175k morning viewers.

Other than the complaint received by the ASB, we have received less than five complaints for this advertisement:

- Complaint #1 - Alcohol is not as big an issue as aggressive parents at sports fields, and the ADF should be focussing on fixing that issue.*
- Complaint #2 - Not all non-Good Sports Clubs are bad role models for kids, and not all Good Sports accredited clubs always behave well.*
- Complaint # 3 & # 4 – Upset at the depiction of children consuming alcohol and the impression children might get from the advertisement.*

5. Both of the child actors in the television ad were paid actors sourced through professional theatrical agents. With their parents, both boys received a pre-shoot education session with a healthcare professional and ADF expert staff ensuring the children were aware of their roles and the seriousness of this cause. At that time, the boys asked numerous questions to better understand the objectives and purpose of the TVC.

The boys' two mothers were in attendance throughout the day of the shoot, as was a paid nurse. Every care was taken during the day for the children to have fun during filming, but for them to understand the gravity of the situation they were role-playing as well. The boys are clearly drinking water in the commercial, and there is no suggestion whatsoever that they are actually drunk.

The Australian Drug Foundation has confidently achieved the campaign objective of raising awareness of the issue of binge drinking in sports clubs, by encouraging parents and sports leaders to question the impact of their behaviours upon children and young people. We have done this in a way that has not caused harm to children, nor offence to the vast majority of adults who have viewed the ad. We believe the language of the ad is not offensive to most

adult Australians; that the planning has largely mitigated against children viewing the ad; and that all issues of health and safety - in particular for child welfare and wellbeing - were managed appropriately throughout the planning and rollout of this Campaign.

Thank you for your consideration. We look forward to the opportunity to discuss the Campaign further with the Advertising Standards Bureau should it be required.

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 complainant’s concerns that the advertisement depicts children consuming alcohol and using a swear word which is not appropriate and breaches Prevailing Community Standards.

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

The Board then considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted the advertisement features two young boys imitating the antics of grown men who celebrate sporting achievements by drinking to excess and behaving badly.

The Board noted the advertiser’s response that whilst one of the boy’s does say ‘wanker’ this was filmed using paid actors who were closely monitored by their parents and health care professionals throughout the shoot and were counselled regarding the content of the advertisement and the message being delivered. The Board noted that the word ‘wanker’ would be considered to be offensive by some members of the community but considered that most members of the community would not find it to a word which is strong or obscene. The Board noted that in this instance the word is being spoken by a child which increases its impact however the Board considered that in the context of using children to demonstrate and highlight the inappropriate behaviour of adults the use of the word ‘wanker’ by a child is not inappropriate in the circumstances.

The Board determined that the advertisement did not breach Section 2.5 of the Code.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community

Standards on health and safety”.

The Board noted the complainant’s concern that the advertisement depicts children drinking alcohol. The Board noted the advertiser’s response that the children are drinking water and considered that it is clear in the advertisement that the children are not drinking alcohol but are acting in the manner of adults who have been drinking alcohol.

The Board noted that the advertisement had been rated ‘M’ by CAD and considered that the relevant adult audience would understand the concept of children pretending to be adults in order to communicate a message and that the advertisement does not depict, encourage or condone underage drinking.

The Board determined that the advertisement did not depict material which would be in breach of Section 2.6 of the Code.

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