



Case Report

1	Case Number	0143/12
2	Advertiser	Stop the Loss
3	Product	Gambling
4	Type of Advertisement / media	TV
5	Date of Determination	24/04/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

A young schoolgirl arrives home opening the front door to find no one at home. She sits down to do her home work alone at a kitchen table. She checks the fridge to find something to eat but finds nothing there. A super reads 'Her Mum is feeding the Pokies'.

THE COMPLAINT

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

Where is her father? Does the father have no responsibility in raising a child or is the father also feeding the pokies? The ad makes it out that it is the mother's responsibility: the ad should say HER PARENTS ARE FEEDING THE POKIES. It is not only women who have a gambling problem.

This ad gives a very biased view of a women's role in society.

THE ADVERTISER'S RESPONSE

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

Thank you very much for giving us the opportunity to respond and put forward our view for your consideration.

The main point that we would like to emphasise is that this advertisement did not seek in any way to make general commentary on domestic roles in Australian society.

This advertisement, whilst fictional, was specific to and represented one family's situation. The girl, as we imagined her, was in a single parent family. The advertisement did not say "mothers should feed their children not poker machines", nor did it suggest that gambling problems are exclusive to women or mothers.

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 implies only women have gambling problems and makes no mention of the father's whereabouts or responsibilities.

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

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: "Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief."

The Board noted that the advertisement shows a girl coming home to an empty house with insufficient food and the tagline reads, "Her mum is feeding the Pokies". The Board noted the advertiser's response that this advertisement is one of a series, each depicting a different family situation.

The Board noted the complainant's concerns that the advertisement mentions only the child's mother, and not father, and that the advertiser had responded to say that this particular advertisement was using the premise of a single parent family to highlight their point. The Board considered that most members of the community would not interpret the advertisement as suggesting that only women have gambling problems or that only women are responsible for their children.

The Board considered that the advertisement does not suggest gambling is linked to gender or that fathers have no responsibilities and that the advertisement does not discriminate against or vilify any person or section of the community on account of gender.

The Board considered that the advertisement did not breach Section 2.1 of the Code.

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