



Ad Standards Community Panel
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Case Report

1. Case Number :	0341-19
2. Advertiser :	Racing NSW
3. Product :	Sport and Leisure
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	13-Nov-2019
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This television advertisement is promoting the Everest race day and features a voice over stating, 'many Australians in their 30s are turning into their parents, a condition known as premature geriatrification'.

A man posing in front of a mirror pulls his pants up to his waist. He says, "it started when I accepted a friend request off my mum on Facebook. Next thing I knew I was eating dinner at 5pm sharp every day.

A woman sitting on a lounge says, "I bought a steam mop from day time TV." She is seen using the steam mop and sorting food storage containers.

The man says, "I started sweeping the driveway."

The voice over states, "Fortunately a day at the TAB Everest offers enough excitement to temporarily reverse premature geriatrification", and provides details on the event.

The man and woman are shown dressing in formal race clothing and people are shown having fun at the event.

THE COMPLAINT

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



*Find it offensive as it displays ageism by attacking older generations. Uses term of "geriatrication" and attacking older peoples way of life. Not offended by the race and its connection to gambling but deplore fun made of and no respect of older people. ie Ageism
Ageism and disrespectful and unnecessary making fun of older people and their perceived lifestyle.*

The advertisement refers to 'premature geriatrication" and how a day at the races can reverse it. I find it offensive to elderly people. It is ageist, that is characterized by or showing prejudice or discrimination on the grounds of a person's age (in reference to the male character's mother) and hinting that only elderly people buy from daytime TV shopping.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concern that the advertisement shows no respect towards older people and the use of the term gentrification is ageist.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

The Panel 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 Panel noted the Practice Note to Section 2.1 provides the following definitions:

“Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.”

The Panel considered that the humorous reference to 'geriatrication' was a reference to people maturing, rather than aging. The Panel considered that the advertisement was not suggesting that older people are unable to have fun, rather



that as people mature they may be less likely to engage in frivolous behaviour and more likely to act sensibly. The Panel considered that the examples of 'geriatrification' given are things like friending a parent on Facebook, buying items off day time TV, eating dinner at 5pm and sweeping the driveway. The Panel considered that there is no particular age group that many of these things are associated with, rather they are things that are not often done by people in their teens and twenties.

The Panel considered that the overall impression of the advertisement is that Australians in their 30s are maturing and doing things differently than when they were in their 20s, and that they can temporarily feel younger again through going to this event.

The Panel considered the exaggerated nature of this advertisement did not suggest that older people should receive unfair or less favourable treatment and did not portray older people in a light which humiliates, intimidates, incites hatred, contempt or ridicule.

The Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of age and determined that the advertisement did not breach Section 2.1 of the Code

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.