



Case Report

1	Case Number	0433/16
2	Advertiser	Sportsbet
3	Product	Gaming
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/10/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

The Advertisement depicts a man struggling with the stress of organising a punters club for him and his mates before showing the ease of Sportsbet's Punters Club, which promotes that 'you set the rules, your bet limits and invite your mates – it'll handle the rest...except the end of year trip'.

We then see the 'end of year trip' where the men turn up in the middle of nowhere to find an older woman in a red singlet and shorts sitting in an old sofa outside a caravan which has the name, 'Paradise Escape'.

THE COMPLAINT

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

It's sexist.

This advert is sexist and degrading to women. I take offence. The degradation of the female at the end of the ad.

THE ADVERTISER'S RESPONSE

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

In that scene, five males who are clearly dressed for the beach are dropped off seemingly in the middle of nowhere, where their ironically named 'Paradise Escape' hotel is a dishevelled old caravan surrounded by a number of dogs and odds and ends furniture that resembles a hard rubbish pile. A woman who is much older than the five males welcomes them with a smile and a wave. The males, who clearly do not want to spend their end of year trip at this location, turn to run after the van that has just dropped them off.

The Advertisement is in no way 'degrading to women', and in no way depicts material in a way which discriminates against or vilifies a person on account of gender.

Sportsbet believes that the Complaint lacks foundation and should be dismissed.

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 is sexist and degrading to women by showing the men reacting to a woman in a negative way.

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 the television advertisement depicts men in an office using an app to organise a punter's club, which does everything but organise the 'end of year trip'.

The Board noted that at the end of the advertisement the men are shown arriving at the location of their end of year trip and then running away when they see that the accommodation, called 'Paradise Escape' is actually a run-down caravan. The Board noted that outside the 'Paradise Escape' is a woman sitting in an old sofa and considered that although we see the men run away as she waves at them, in the Board's view the overall suggestion is that the men are running from the caravan and the overall situation (a roadside in the middle of nowhere) rather than from the woman.

The Board noted that advertisers are free to use whomever they wish in the advertisements and considered that while it is unfortunate that in this instance the advertiser chose to use an older woman, in the Board's view it is not uncommon for a woman to run holiday accommodation however the woman is not the main focus of this scene but incidental to it.

The Board 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 race.

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

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