



## **CASE REPORT**

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| 1. Complaint reference number | 110/98   |
| 2. Advertiser                 | National Rugby League                              |
| 3. Product                    | Leisure & Sport                                    |
| 4. Type of advertisement      | Radio  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 11 August 1998                            |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement included the following script:

Interviewer: ...G'day girls. Can I ask what you love about coming to the footy?

Girl 1: It's all about the game. And the players.

Girl 2: Well, more the players.

Girl 1: No, I just like seeing the players up close.

Girl 3: (laughs) You'd like to see ET up closer.

Girl 2: (laughs) Much closer.

Interviewer: ...What is it about the players you really like?

Girl 1: They're just so...

Girl 2: Gorgeous?...

Girl 1: No, skilful. I like seeing the big...

Girl 3: Muscles?

Girl 1: Tackles! And the passing.

Girl 2: Yeah, you made a great pass at Freddy Fittler.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'The ad is done in such a way that it suggest all women are air-heads and cannot appreciate a game of footy for what it really is. IE, football, not bumball...'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that this advertisement did not constitute discrimination or vilification and did not contravene the Code. The Board dismissed the complaint.