



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 142/99  |
| 2. Advertiser                 | Australian Jockey Club (Warwick Farm Racecourse)                            |
| 3. Product                    | Leisure & Sport   |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 11 May 1999  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement begins with the first notes of the bugle call, 'Taps', (identified by the complainant as the 'Last Post'), with voiceover saying, 'After you've paid your respects ...'. The bugle call then changes to 'First Call', with voiceover continuing, 'Head out to Warwick Farm for the Monday Anzac Day holiday meeting'. The music again changes to Tchaikovsky's '1812 Overture', with the voiceover to giving details of the race meeting and associated entertainment. The advertisement concludes, 'The Monday Anzac holiday meeting at Warwick Farm Racecourse. Free entry for diggers. It's all at Warwick Farm Racecourse. Sydney racing – kick up your heels'.

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*'I am not a wowser – nor anti-horse racing – I think it is a great sport – but I really felt disgusted at listening to this ad using the symbolism of Anzac Day degraded in such a way.'*

## **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 determined that the advertisement did not constitute discrimination or vilification and did not breach the Code on this ground. The Board was satisfied that the advertisement did not breach the Code on any other ground and would not offend prevailing community views. The Board dismissed the complaint.