



## **CASE REPORT**

1. Complaint reference number	145/00
2. Advertiser	Star City Pty Ltd
3. Product	Gaming
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement is captioned, 'Turn Good Friday into Great Friday', and contains text describing the entertainment and facilities available on Good Friday and throughout Easter at Star City. At the bottom of the advertisement are the words, 'Hit it big', and the advertiser's website and logo.

## **THE COMPLAINT**

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

*'..... I (as well as a number of other people with whom I have discussed this particular promotion) find this advertisement to be offensive and blasphemous against this very Holy of Holidays. .... This ad suggests that gambling should be considered an appropriate and socially acceptable alternative to observing the day of mourning and repentance in the manner which the name signifies traditionally.'*

## **THE DETERMINATION**

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

The Board was of the view that the material contained within the advertisement did not constitute discrimination or vilification and did not contravene community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.