



CASE REPORT

1. Complaint reference number	148/01
2. Advertiser	National Rugby League Ltd ('State of Origin' and 'Car Park')
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

In one of this series of three television advertisements promoting the second State of Origin event for 2001, a man parking his car sees a 'Go Maroons!' sticker on the vehicle in the next space. He maneuvers his car closer and a loud noise is heard as he opens his door. In another of the series, a man is seen working in his office when a window cleaner wearing a maroon jersey comes into view outside. The man opens the window, with a subsequent view indicating the cleaner to have been pushed off his platform. In a third version, on finding a maroon jersey in a hotel room she is cleaning, a hotel worker puts a lipstick kiss mark on a male guest's shirt collar. In each case, a caption and voice announce 'It's that time again. State of Origin II,' and over vision of previous State of Origin action, superimposed words ask 'Who's Side Are You On?' before giving the date of the game and a telephone number for Ticketek.

THE COMPLAINT

Comments which complainants made regarding these advertisements included the following:

'I believe this advertisement to be totally irresponsible, sending a message of causing deliberate damage/violence. There is enough violence from spectators at football matches without the League encouraging irresponsible (violent) behaviour from their followers.'

'I find the message from this series of ads appalling. I would not be surprised to hear of mindless violent acts happening at the game.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisements did not breach the Code and would not offend prevailing community views. The Board, accordingly, dismissed the complaint.