



CASE REPORT

1. Complaint reference number	221/99
2. Advertiser	Conrad International Treasury Casino
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a close up scene of woman of Asian appearance, in ethnic dress and with snow covered mountains in the background. Voiceover says ‘If you were hungry for company in Tibet, you might have a bit of a yak’. The camera zooms out to show that the woman is holding a chainsaw and standing next to a yak. The voiceover continues, ‘The question is ... which bit of a yak?’ as the woman starts the chainsaw and moves towards the yak. The scene then changes, to show the same woman in exterior and interior shots of the Treasury Casino as voiceover says ‘Fortunately, you’re not in Tibet; you’re in Brisbane. So, take a trip to the Treasury, and enjoy life.’ In the final scene, the woman is shown sitting at a roulette table. The croupier says ‘Like to bet, madam?’, to which the woman replies ‘Nah, a bit too cold for me’.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“Isn’t this an insinuation that Asians are more cold bloodedly thoughtless and cruel?”

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 determined that the portrayal of the woman within the advertisement did not constitute discrimination or vilification. The Board also determined that the depiction of the woman with a chainsaw would not offend prevailing community standards given the overall humorous context of the advertisement and the obviously fictitious nature of the scene. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.