



CASE REPORT

1. Complaint reference number	235/01
2. Advertiser	SA TAB Pty Ltd
3. Product	Gaming
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a man in singlet and shorts seated with a can of beer in one hand and a newspaper at his feet. The caption reads: “Here’s your chance to turn Dad into a winner.”

THE COMPLAINT

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

“As a Father’s Day promotion, it appears to be targeting children and encouraging them to purchase a gambling product.”

“...the advertisement targets children, given that it is a Father’s Day promotion for TAB gift vouchers ... I query the desirability of the TAB encouraging children to buy its products.”

THE DETERMINATION

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

Noting a response from the advertiser stating that this was the first complaint received since the introduction of its Gift Voucher advertising in 1998, the Board determined that the submitted advertisement did not contravene the Code’s provisions relating to health and safety. It further considered that the advertisement did not breach the Code on any other grounds and, accordingly, the complaint was dismissed.