



CASE REPORT

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| 1. Complaint reference number | 349/06 |
| 2. Advertiser | Austar Entertainment Pty Ltd |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 12 September 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a suburban backyard where 7 year old girl plays on a swing. Her father approaches with a tool kit and lifts her off the swing, and after checking the chains, proceeds to cut them with a bolt cutter. As the swing seat falls to the ground, the little girl looks at her father with a look of bewilderment, then indulgence as the swing frame has now become goalposts, in front of which her father stands with his foot on a soccer ball. A male voiceover asks “Take your football seriously?” followed by a shot of the father scoring a goal and celebrating wildly.

THE COMPLAINT

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

Showing cruelty and disrespect for young children may titillate sickos (sic) but it is not a good message to be sending to children or to adult women or men.

There is a shamefully high rate of violence towards children and women in this country.

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The commercial was created to show the breadth of our football coverage by showing the lengths to which an avid fan would go in his love of the sport. To this end, a father removes his daughter’s swing to create a soccer goal as she looks on. It in no way portrays any level of violence or cruelty toward children, in fact the daughter’s reaction shows a level of control and maturity over her over zealous father.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern about the portrayal or suggestion of cruelty to children. The Board noted that the child was not harmed in the advertisement and did not appear upset at the actions of her father. The Board considered that the advertisement was a humorous play on the fanaticism of soccer fans and that it did not breach the Code on any grounds.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.