



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 60/04                           |
| 2. Advertiser                 | National Rugby League Ltd       |
| 3. Product                    | Leisure & Sport                 |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 April 2004          |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts various sporting images of NSW and QLD rugby league teams including teams playing and their fans. During one scene Qld player Gordon Tallis releases two cane toads onto the football field.

## **THE COMPLAINT**

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

*“Threatening to rape our ecosystem with cane toads poisoning native quolls and other fauna is about as funny as rape.”*

*“The problem with the advertisement is that given the mentality of NRL players and followers, no doubt some misguided idiots will think it funny to release cane toads down here.”*

## **THE ADVERTISER’S RESPONSE**

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

*“We had a cane toad wrangler on set who was licensed to have cane toads in NSW.”*

*“The National Rugby League is aware of the destruction caused by cane toads throughout ecosystems in Queensland and I can guarantee you that we would never have taken any risk in the filming process that threatened similar problems in NSW.”*

*“The National Rugby League believes that most people will see that Gordon Tallis releasing cane toads in Aussie Stadium was just a tongue in cheek joke as part of a long established rivalry between NSW and Queensland in Rugby League.”*

## **THE DETERMINATION**

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

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.