



CASE REPORT

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| 1. Complaint reference number | 87/05 |
| 2. Advertiser | Australian Football League |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Nationality – section 2.1 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement features several AFL players making an oath to the general public to get “fitter, faster and stronger” for the season ahead. The music played in the background is the Welsh national anthem.

THE COMPLAINT

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

“I find it appalling that it is considered appropriate for another country’s national anthem to be used to advertise a wholly Australian product. Wales and the Welsh are intensely proud of their nationality and, as a Welsh born Australian, I am disgusted that the Australian Football League has chosen this song to advertise itself. ... the use of this source of national pride is deeply offensive to Welsh born citizens.”

“I find it deeply inappropriate that the Welsh national anthem is used as an advertising tool.”

THE ADVERTISER’S RESPONSE

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

“The AFL chose to use the song because we liked how it related to sport and the brotherhood of sport.”

“The AFL was looking for music that communicated passion for the pledge that the players were presenting to the AFL.”

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.

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