



CASE REPORT

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| 1. Complaint reference number | 92/07 |
| 2. Advertiser | National Australia Bank/AFL (Auskick) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 10 April 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features scenes of various Australian children, in cities, the country and the outback, attempting to play Aussie Rules in their own way.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I find the ad discriminatory as it only views young boys to join Auskick. In no scene does it have a young girl playing AFL football. This is offensive as it portrays the view that young girls are not welcome to play Auskick.

THE ADVERTISER'S RESPONSE

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

We currently have both 60 second and 30 second advertisements on air. Both the advertisements feature girls (3 girls are featured in the 60 second ad and 2 girls in the 30 second ad). We understand that 15% of Auskick participants are girls. The ratio of boys to girls included in the advertisements is appropriate.

THE DETERMINATION

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

The Board viewed the advertisement and considered whether it breached Section 2.1 of the Code dealing with discrimination, in this case against females (girls).

The Board noted the complainant's comments that the advertisement was discriminatory because it did not show girls playing football. The Board noted that the advertisement did indeed show girls, but not many. The Board noted the advertiser's response that girls represent only 15% of Auskick participants. Although Board expressed its disappointment that more girls were not featured in the advertisement, it concluded that the low representation of girls in the advertisement did not amount to discrimination against girls in this case.

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