



## **CASE REPORT**

1. Complaint reference number	98/02
2. Advertiser	Austar Entertainment Pty Ltd (Super 12 Rugby)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement opens on a rugby coach getting increasingly excited as he says: “What on earth do you guys think you were doing out there? Honestly, it looks like none of you have ever played the game before. Where was the aggression in the forwards and the tackling in the backs? Now let’s pull our socks up, let’s get out there and destroy ‘em!” At this point, the camera view widens to show the coach has been addressing a uniformed team of very young boys. While their eyes follow the departure of their coach, a superimposed caption reads: ‘...take your rugby seriously?’ The vision switches to FOX Sports’ coverage of a Super 12 Rugby match, with superimposed captions supporting a male voice-over saying: “Get FOX Sports for the only place to see Rugby 12 live this season.” Following contact details for Austar, the vision returns to the young boys being further addressed by their coach, now dropping to his knees saying: “Please.”

## **THE COMPLAINT**

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

*“I find this ad has me cringing. Violence and abuse can only encourage like behaviour on and off the field.”*

## **THE DETERMINATION**

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

The Board considered that the majority of viewers would recognise the intended humour in this advertisement.

It determined that, under prevailing community standards, the advertisement did not portray violence as represented the Code, and that the material did not breach the Code on any other grounds. Accordingly, the complaint was dismissed.