



CASE REPORT

1. Complaint reference number	99/02
2. Advertiser	Austar Entertainment Pty Ltd (NRL)
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

This television advertisement opens on a park picnic scene beyond which mainly young people can be seen engaged in a game styled on rugby league. The ball is passed to a grandfather figure whose run with it is brought to an abrupt halt by a fierce flying tackle from a much younger male. As young players and an adult referee look on concerned, a superimposed caption reads: ‘...take your league seriously?’ The vision switches to video of a FOX-labeled professional league game, with captions supporting a male voice-over stating: “Get Fox Sports for every NRL game every week. Call Austar on 132142.” The advertisement concludes with a return to the picnic game, where the grandfather figure is seen sprawled on the picnic rug surrounded by scattered picnic dishes. As he sits up, evidently shaken but uninjured, over the heads of his concerned audience the player who tackled him is seen continuing the game alone, running and diving with the ball over an unmarked try-line.

THE COMPLAINT

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

“A brutal demonstration of an older man or grandfather being violently knocked to the ground...This ad is validating violence and disrespect for the elderly.”

THE DETERMINATION

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

Noting its recognition of intended humour in the advertisement, the Board determined that it did not contravene the provisions of the Code relating to the portrayal of violence.

The Board further determined that the content of this advertisement did not breach the Code on any grounds and dismissed the complaint accordingly.