



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0149/11</b>
<b>2</b>	<b>Advertiser</b>	<b>Centrebet</b>
<b>3</b>	<b>Product</b>	<b>Gaming</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Billboard</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/05/2011</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

The text "Don't just watch it. Centrebet.com" are written in white lettering against a black background. On one version we can see a row of people's heads from behind wearing sporting clothing - two males have their arms in the air. In the second version the people are dressed as if they are attending the races as the women are wearing hats/fascinators and the men appear to be wearing suits.

### THE COMPLAINT

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

*This brings about using gambling as a social norm. It promotes this idea of gambling and the reverence of gambling as a social acceptable norm. It does not address the reality of problem gambling and betting. The fact that it has children is very deeply disturbing. It is sending a message for the younger generation that the company should be revered.*

### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*It would appear from the information provided by your organisation that the complaint primarily relates to the alleged depiction of gambling as a 'social norm' as well as well as the alleged involvement of children in the advertisement.*

*Any involvement of children in this advertisement is strongly refuted by Centrebet. The photographed persons appearing in the advertisement are all adults well over the age of 18 and are in fact all employees of Centrebet. The billboard scene of young adults watching a sporting event is in no way intended to depict or involve children, who we note are defined under the relevant AANA Codes as meaning persons "14 years old or younger".*

*Centrebet has no interest in promoting its gambling services to persons under the age of 18 as it is strictly bound by a range of State and Territory laws to refuse the opening of a betting account or acceptance of any gambling transaction from such persons. Further, the company values its corporate reputation and social responsibility to the community very seriously and would never condone the promotion of gambling to underage persons.*

*In respect of alleged concerns that the advertisement promotes gambling as a 'social norm' Centrebet would not agree that this is the intent of the advertisement. The advertisement attempts to portray the excitement of adults who may choose to place a bet on a sporting event and watch the result played out. This is a legal option that is enjoyed by many adult Australians.*

*We also note that the Productivity Commission in its recent research into the Australian Gambling Industry has found that more than 60% of Australian adults participate in various forms of gambling. Whilst our advertisement does not seek to make any statements about social norms, clearly a majority of Australian's do enjoy the option to gamble as part of their chosen recreational and entertainment activities.*

*Finally, Centrebet as a publicly listed Australian corporation takes every precaution to ensure that its advertising is conducted strictly within the terms of all relevant government legislation and regulations, codes of industry practice and in line with prevailing community standards generally.*

*Centrebet trusts that we have dealt adequately with the concerns raised by your complainant.*

## **THE DETERMINATION**

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

The Board noted the complainant's concern that the advertisement promotes gambling as a social norm.

The Board noted the advertiser's response and viewed the advertisement.

The Board noted that the billboards show only the rear view of a row of people's head and shoulders seemingly watching something.

The Board considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted that betting is a legal pastime in Australia and that the promotion of gambling is not of itself a depiction that is contrary to prevailing community standards on health and safety.

The Board considered that the images used in the advertisement do not appear to be children and that the depiction of people watching a sport or other event does not in itself suggest that they should be betting on the result in an inappropriate manner.

The Board considered that the advertisement was not promoting gambling in an irresponsible manner and does not condone gambling by people under the legal age. Accordingly the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety.

The Board determined that the material within the advertisement did not breach Section 2.6 of the Code on these or any other grounds and dismissed the complaints.