



Case Report

1	Case Number	0063/15
2	Advertiser	Quilly Park
3	Product	Sport and Leisure
4	Type of Advertisement / media	Print
5	Date of Determination	11/03/2015
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features the text, "Treat a woman like a race horse and she'll never be a nag. Quilly Park. Creating champions. www.quillypark.com.au".

THE COMPLAINT

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

It is sexist and offensive to women. The country race meeting is a family event and a significant number of jockeys were women - making the offensive advertisement even more disgraceful.

THE ADVERTISER'S RESPONSE

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

Quilly Park is a Thoroughbred operation. We thought the ad was more directed at the male audience (males predominantly own Thoroughbreds). The monies invested in Thoroughbreds is extraordinary. Owners spend and expect their horses to be treated extremely special at all times. Quilly Park has only had female jockeys ride our horses this season.

Public issues such as family violence and the recent issue in the mounting yard @ Flemington, we thought a play on words in the environment we are targeting might create a laugh. And a discussion.

It was is no way meant to offend anyone.

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 is sexist and offensive to women.

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

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that this advertisement features just text: “Treat a woman like a racehorse and she’ll never be a nag”.

The Board noted that the literal interpretation of this statement is that racehorses are treated well and if you treat a woman well she’ll never be like a useless horse.

The Board noted that a nag is defined in the Macquarie dictionary as follows:

- To torment by persistent fault-finding, complaints or importunities
- An old or inferior horse

The Board noted that ‘nag’ is more often used in colloquial Australian as referring to a woman than a man. The Board noted in this instance the word ‘nag’ is being used in the context of a woman and considered that whether you interpreted the reading of ‘nag’ as to torment or to be old or inferior, the overall impression is negative towards women in general. The Board noted the advertiser’s response that the advertisement was not intended to cause offense. The Board acknowledged that one interpretation of the advertisement is that if you treat a woman well (like a valuable racehorse) she won’t be unpleasant and considered that whilst this is tasteless it is not discriminatory. The Board considered however that the most likely interpretation of the advertisement is that it is comparing a woman to an animal and that you need to treat a woman like an animal in order for her to look or behave how you want, and that if you don’t treat her well then she will resort to a default setting of being a ‘nag’. The Board noted the advertiser’s response that the advertisement was targeted to men and considered that this further enforces the negative meaning of the advertisement.

The Board considered that the advertisement did depict material which discriminates against or vilifies a person or section of the community on account of their gender.

The Board determined that the advertisement did breach Section 2.1 of the Code.

Finding that the advertisement did breach Section 2.1 of the Code the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The Company has now removed text from rear of our 3 horse floats and pulled creative. Advertising in Picnic Race Book concludes April 8, 2015.

Sorry for the inconvenience. Personally believe this has been taken out of context.