

<b>COMPLAINT NUMBER</b>	17/273
<b>COMPLAINANT</b>	S Fisher
<b>ADVERTISER</b>	Progressive Enterprises Ltd
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	14 August 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Countdown and AA SmartFuel promoted the new “OneCard” savings by showing All Blacks and Wallabies fans in a pub setting where the All Blacks had just won. The advertisement said, in part: “How good does saving feel? About as good as beating Australia.”

**The Chair ruled there were no grounds for the complaint to proceed**

**Complainant, S Fisher, said:** “Group of 4 people. Mixed Maori and white New Zealand men. 3 in All Blacks Rugby clothing, Then1 white man in green and gold Australian football clothing.

The theme of the Countdown commercial is based on being wonderful when you “beat” an Australian. The New Zealand men are laughing and mocking the Australian man and the commercial ends with the Australian man cowering and crying with his arms over his head slouching/slumping onto the table they are leaning on.

As a proud Australian, this is racist, demeaning and certainly not a true depiction, but a made up, cruel and fanciful depiction of how they would like it to be and I certainly will not shop at a Countdown store in the future because of this attitude.

I am appalled.

You do not see an Australian treating Kiwis like this. Oh my goodness! wouldn’t THAT be in the news! No class, but lots of cheek to even think that they can get away with this type of low behaviour. However, I am expected to tolerate this? Take it off the air - I do not wish to see that sort of discrimination, it offends me and all my fellow Australians.”

**The relevant provisions were Code of Ethics - Basic Principle 4; Code for People in Advertising - Basic Principle 3, Basic Principle 6;**

**The Chair** noted the concerns of the Complainant the advertisement was offensive to Australians as it showed New Zealand Rugby fans mocking an Australian rugby fan.

The Chair noted similar precedent Decisions (06/153; 07/078; 08/446; 09/006 and 17/006) about advertisements for a variety of products that incorporated a well established satirical theme that played on the spirit of competition between Australia and New Zealand.

The Chair said the advertisement before her clearly showed fans of the All Blacks celebrating a win and an Australian fan expressing their disappointment in losing. The Chair disagreed with the Complainant’s interpretation the New Zealand fans were “laughing and mocking” the Australian fan and said there was nothing in the advertisement that was likely to cause serious or widespread offence.

The Chair accepted the advertisement may have been offensive to the Complainant, but was of the view humour and satire are natural and accepted features of the relationship between individuals and groups within the community. She said the advertisement before her was mitigated by humour and was unlikely to cause serious or widespread offence, contempt or hostility.

The Chair said the advertisement did not reach the threshold to cause serious or widespread offense in light of generally prevailing community standards, and there was no apparent breach of the Advertising Codes.

**Chair's Ruling:** Complaint **No Grounds to Proceed**