

COMPLAINT NUMBER	19/081
COMPLAINANT	I Ogilvy
ADVERTISER	Skycity Entertainment Group
ADVERTISEMENT	Skycity, Television
DATE OF MEETING	25 February 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Sky City begins with a group of people entering a friend's home with a sign saying "Wayne's Casino" on the door. "Wayne" invites the group in and gives them a tour of the basic 'home-make' casino games in his lounge and he has a bowl of actual potato chips as 'chips' to play with. The friends depart and are then shown enjoying casino games at Sky city. Words on screen say "Real fun. Real Entertainment." With the Sky city Auckland logo.

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

Complainant, I Ogilvy, said: A social issue in New Zealand is gambling, when a movie is shown its an opportunity for a family to be together and not be influenced or subjected to subliminal messaging that says there is a better way to be happy . Sky city just released its multi million profit it didn't mention the social issues gambling creates. Nz doesn't need to see pro gambling advertising

The relevant provisions were Code for Advertising Gaming and Gambling - Principle 2

The Chair acknowledged the genuine concerns of the Complainant that the advertisement encouraged gambling without considering the social issues associated with gambling addiction.

As a self-regulatory organisation, the Advertising Standards Authority's jurisdiction is limited to the content and placement of advertisements and compliance with the Advertising Codes of Practice.

The Chair said the Advertising Standards Authority could only operate within the parameters of the Advertising Codes and the Advertiser was promoting a legal product at 9.45pm on TV One. The Chair noted the advertisement had been rated to screen in Adults Only time.

The Chair said the content and placement of the advertisement was not in breach of the Code for Advertising Gaming and Gambling and it had been prepared with the required standard of social responsibility.

Therefore, the Chair ruled the complaint had no grounds to proceed.

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.