

<b>COMPLAINT NUMBER</b>	21/129
<b>ADVERTISER</b>	Christchurch Casino
<b>ADVERTISEMENT</b>	Christchurch Casino, Television On Demand
<b>DATE OF MEETING</b>	22 March 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Christchurch Casino On Demand television advertisement shows a couple arriving at the casino and groups of friends eating, drinking and playing various gambling games.

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

**Complaint:** The Christchurch Casino ad plays several times throughout the day and night, during on demand programming. This appears of a targeted nature given my location being close to the casino. Further, the ad promotes gambling and drinking repeatedly and is on several times/ in several ad breaks within one episode alone. It is promoting something that causes harm, as well as being incredibly repetitive and location based.

**The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1, Code for Advertising and Promotion of Alcohol, Principle 1;**

#### **Gambling Advertising Code**

**Principle 1: Social responsibility:** Gambling advertisements must be prepared and placed with a high standard of social responsibility to consumers and to society.

**Rule 1(b) Gambling Harm:** Gambling advertisements must not portray or represent anything that will, or is likely to, cause, condone or encourage harm from gambling.

#### **Code for Advertising and Promotion of Alcohol**

**Principle 1:** Alcohol advertising and promotions shall observe a high standard of social responsibility.

**The Chair** noted the Complainant was concerned the advertisement was promoting gambling and drinking in a targeted manner.

The Chair noted the Complainant had viewed the advertisement while watching TVNZ OnDemand. The Chair confirmed that advertisements are served through the TVNZ OnDemand platform using account holder profile information to select target audiences. The use of the account holder profile information for this purpose is outside the ASA's jurisdiction.

The Chair carefully reviewed the advertisement with regard to the complaint about the promotion of gambling and drinking. The Chair said the likely consumer takeout was the casino offered gambling opportunities, food, and alcohol to its customers. She said the advertisement did not show anything that was likely to cause, condone or encourage harm

from gambling. This is because the advertisement did not show excessive consumption of alcohol or unrealistic outcomes from gambling.

The Chair said that as a self-regulatory organisation the ASA's jurisdiction is limited to the content and placement of advertisements and compliance with the Advertising Codes of Practice. The Chair said the Authority could only operate within the parameters of the Advertising Codes and the Advertiser was promoting a legal product at an age-appropriate audience.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(b) of the Gambling Advertising Code or Principle 1 of the Code for Advertising and Promotion of Alcohol.

The Chair ruled there were no grounds for the complaint 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.