



**ADVERTISING
STANDARDS
BUREAU**

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**Prof Roger Magnusson
Sydney Law School, University of Sydney
CAMPERDOWN NSW 2006**

1 October 2015

1. Complaint reference number: **225836**
2. Advertiser: **Bundaberg Rum - owned by Diageo Australia**

Dear Prof Magnusson,

Thank you for your letter concerning an alcohol advertisement.

The Advertising Standards Board (the Board) considers complaints about advertisements which may breach one or more industry Codes. The list of Codes and issues covered by the Codes are available at <http://www.adstandards.com.au/advertisingstandards/codesweadminister>. Issues covered by the Codes include: discrimination or vilification of people; use of offensive language; inappropriate use of sex, sexuality or nudity; unjustified violence; and depictions that would breach community standards on health and safety. The Board also considers a range of issues related to advertising of motor vehicles, food and beverages, advertising to children and environmental claims.

The Board makes its determinations using Section 2 of the Advertiser Code of Ethics as its guide. Your complaint has been carefully reviewed, however it does not raise any of the issues covered in Section 2 of the Code. Accordingly your complaint cannot be considered by the Advertising Standards Board.

Please note that advertisements about alcohol products may fall within the scope of the AANA Advertiser Code of Ethics or the Alcohol Beverages Advertising Code (ABAC). We have therefore referred your complaint to the ABAC Complaints Adjudication Panel. Your personal details will be provided to the ABAC Administrative Staff so that they can contact you to discuss your complaint. If you have requested confidentiality when submitting your complaint, the ABAC Administrative Staff will keep your details confidential and not disclose them to the ABAC Management Committee or the Complaints Adjudication Panel or any other third party.

We regret that we cannot assist you on this occasion. For more information about the advertising self-regulation system, please visit <http://www.adstandards.com.au>

With regards,

[REDACTED]

Case Managers

Advertising Standards Bureau

complaint@adstandards.com.au