

Expedited Determination No. 117/23

Product: Venue

Company: The Ville Resort - Casino

Date of Complaint: 24 July 2023

Complaint: The marketing shows alcohol consumption by a swimming pool and at a swim up bar.

Code Standards: Part 3 of the ABAC Code provides that a Marketing Communication must NOT:

- (d) show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

Marketing: The complaint concerns images on the Company's website.



Company Action: The Company confirmed on 1 August 2023 that the breach of Part 3 (d) was accepted, and that the images would be removed from the website.

Nature of Breach: Images showing people wearing swimwear and drinking alcohol either next to or in a swimming pool breach Part 3 (d) of the Code by showing the consumption of an Alcohol Beverage before or during swimming, an activity which, for safety reasons, requires a high degree of alertness or physical coordination.

Chief Adjudicator
4 August 2023