

The changing face



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of community standards.



Who we are



About Ad Standards

Ad Standards was established by the Australian Association of National Advertisers (AANA) in 1998 to manage the complaint resolution function of Australia's advertising self-regulation system.

We give a voice to community values and guide industry in maintaining decent and honest advertising aligning with prevailing community standards.

Ad Standards functions as secretariat for the Ad Standards Community Panel and Industry Jury – the two independent bodies that adjudicate community and competitor complaints under the advertising industry codes.

A Board of Directors governs both Ad Standards and the AANA. The Board places the highest priority on preserving the integrity of the advertising self-regulation system and the independence of Ad Standards' complaints handling function. It insists on absolute separation between its work as the advertisers' peak body and the work of the Ad Standards Community Panel and Industry Jury.

Ad Standards has a small number of dedicated staff who support key business functions including secretariat support to the Community Panel, case management, legal and regulatory affairs, administration and communications.



Upholding community standards

Independent decision-making

Resolving complaints

Promoting responsible advertising



Funding

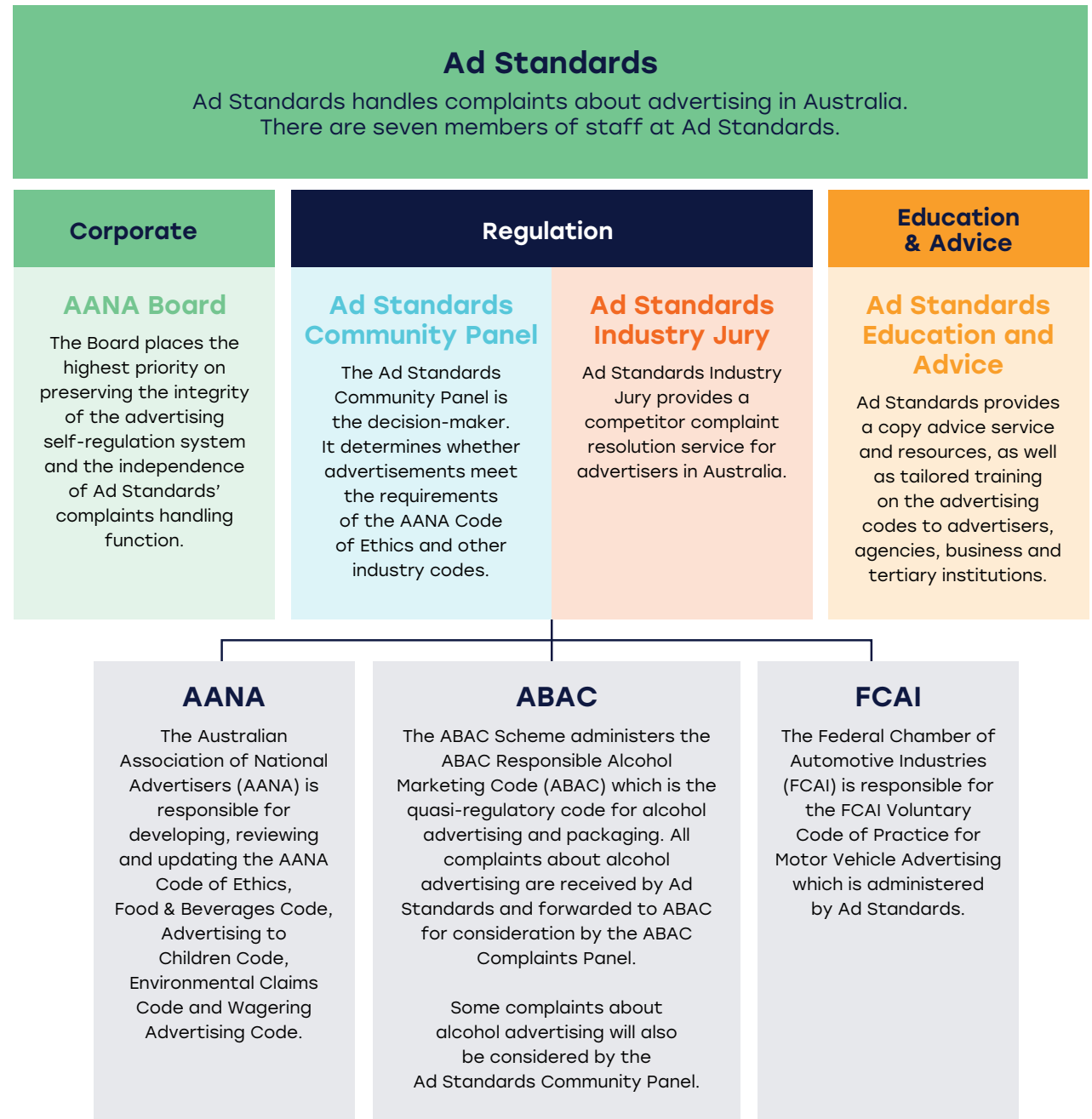
Australian advertisers assist in maintaining the viability of Australia's world-class self-regulation system and supporting its administration by agreeing to a small levy being applied to advertising spend.

The self-regulation levy is set at 0.05 per cent (\$500 per \$1 million of media spend). The levy is collected mainly through media buying agencies.

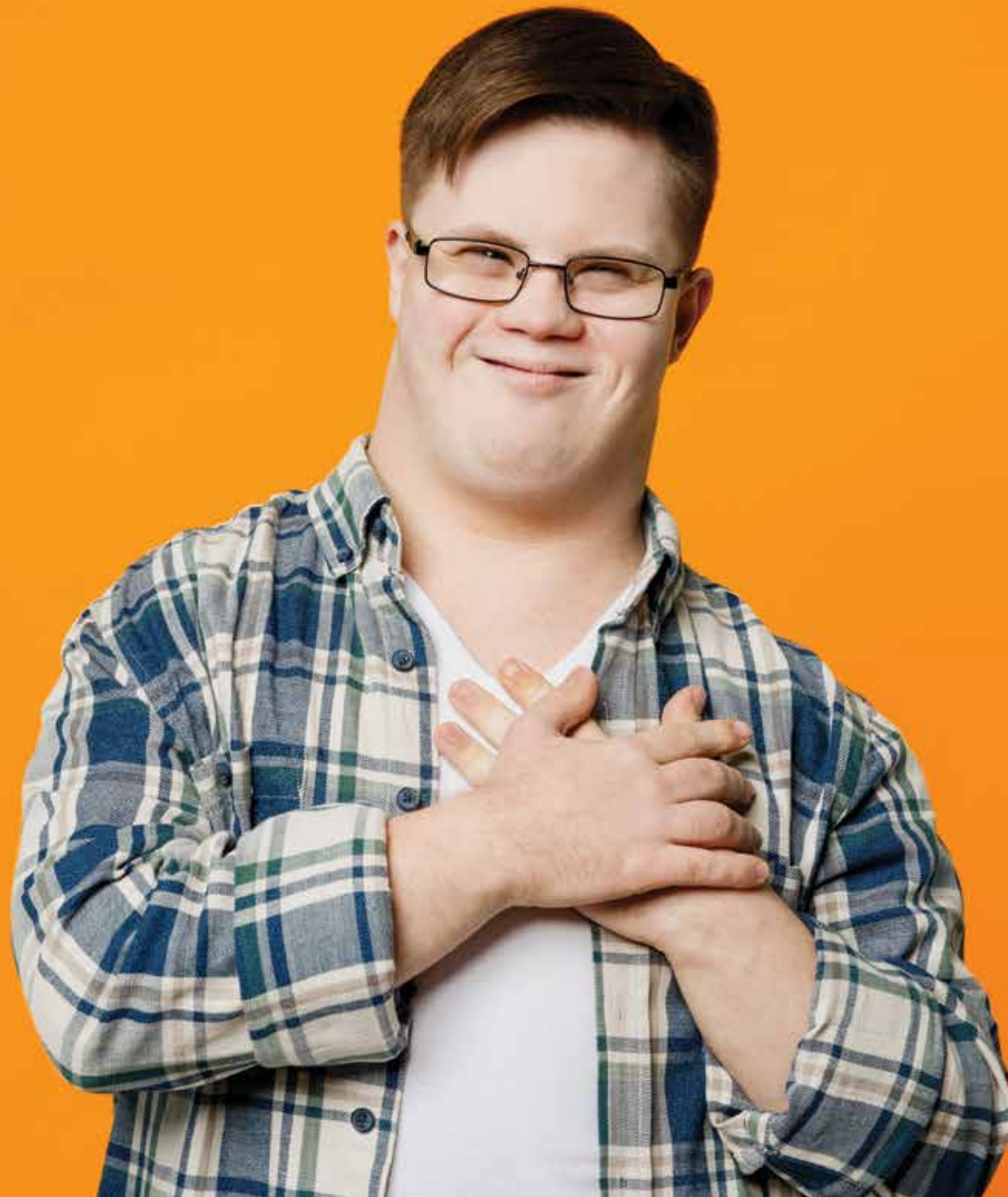
Ad Standards receives no government funding.

All levy monies are applied exclusively to the maintenance of the self-regulation system and are used to finance activities including:

- recruitment of Ad Standards Community Panel members and attendance of Community Panel members at meetings
- research to assist with understanding community attitudes, values and standards
- activities to enhance industry's knowledge of, and compliance with, the advertising self-regulatory codes
- activities to enhance community awareness of Ad Standards
- general administration and operation of Ad Standards and the self-regulation system.



At a glance



At a glance

Complaints and cases



2,601

complaints
lodged



298

cases raised by
Ad Standards



249

cases assessed by the
Ad Standards Community Panel

61



ads found in breach
of one or more codes

188



ads found not in breach of
the advertising codes

39



cases administratively
resolved prior to
Community Panel assessment

Complaints resolved
in an average of

40 days

From complaint lodged
to decision published.

At a glance

Top issues of concern

Sex, sexuality and nudity

29.85% 
of complaints

Violence

17.16% 
of complaints

Discrimination or vilification

14.08% 
of complaints

Complaints by advertising medium

Free-to-air television

57.05% 
of complaints

Social media

13.69% 
of complaints

TV on-demand

4.27% 
of complaints

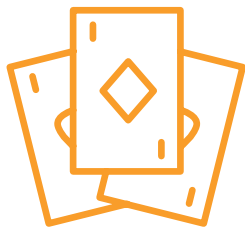
At a glance

Most complained about

Categories



Food and beverages
16.84%
of complaints



Gambling
8.54%
of complaints



Political/social
messages
7.73%
of complaints

Ads

1.

PointsBet TV ad
featuring Shaquille O'Neal
and Inspired Unemployed
43 complaints

2.

Nimble Australia TV ad
"Bill Shock"
36 complaints

3.

Uber Eats TV ad
featuring Paris Hilton
23 complaints

Profile of complaints



57.82%



30.37%



30.14%

Executive reports



A message from the Chair



I am delighted to introduce the Ad Standards Review of Operations. This report provides an overview of the work and accomplishments of Ad Standards in a year that was once again characterised by challenge and change for industry and community.

Throughout 2022 Ad Standards continued to provide the Australian community with a platform to voice concerns about advertising. The independent complaints handling function managed by Ad Standards is a critical component of Australia's self-regulation system – one that constantly evolves and adapts to the changing advertising landscape, regulatory environment and, most importantly, to community standards.

To ensure that the self-regulatory system is world leading and fit for purpose, the Australian Association of National Advertisers (AANA) launched two significant code reviews in 2022 encouraging input from industry, government, the community and other key stakeholders.

The review of the Children's Advertising and Marketing Code commenced in June 2022 to ensure it continues to provide appropriate protections for this particularly vulnerable group.

A major review of the Environmental Claims Code was launched at the end of 2022 in response to growing community concern about climate change and

sustainability. Once finalised, this code will provide advertisers with a clear set of principles around making environmental claims.

Also reinforcing our system's status as a world leader, Ad Standards expanded its Community Panel during 2022 to 25 members. This enables an even more robust fulfilment of the AANA's commitment to an independent complaints adjudication system that reflects the Australian community and its values.

On behalf of the AANA Board, I commend Richard Bean and the Ad Standards team whose high-quality work ensures the self-regulation system functions at its best. I would also like to extend my sincerest thanks to the members of the Ad Standards Community Panel for their contribution to the self-regulation system.

Finally, thank you to the Australian advertising industry for its continued support of Ad Standards. It is my genuine belief that our industry can be a force for good and through supporting Ad Standards, advertisers demonstrate their commitment to ensuring community trust and confidence in advertising and the self-regulation system.

A handwritten signature in black ink, appearing to read 'Martin Brown'.

Martin Brown
Chair
AANA Board

A message from the Executive Director



Ad Standards undertook a great deal of important work in 2022 – work that is driven by our commitment to an advertising self-regulation system that exceeds best practice and meets the needs of the community, industry and government.

We handled more than 2,600 complaints about advertising in 2022, with sex, sexuality and nudity once again being the issue of most concern, followed by violence, then discrimination. This total number of complaints in 2022 is fewer than previous years. While this is likely a result of a number of external factors which are discussed on page 27, an area of focus for 2023 will be enhancing community awareness of Ad Standards and our role in regulating advertising content. A public awareness campaign is planned for 2023 and I thank the industry in advance for supporting this important initiative.

Industry support is vital to maintaining our world-class complaints handling system. A pleasing trend is the number of ads modified or removed by advertisers as soon as they are notified of a complaint, which occurred in almost 40 cases in 2022. The industry must also be congratulated for its strong commitment to comply with the rules and to be responsive to community concerns.

At a strategic level, we continued our strong international engagement in 2023 through our membership of the International Council for Advertising Self-Regulation (ICAS). The exchange of knowledge and experiences with our international counterparts is invaluable and provides opportunities to collectively address global issues such as greenwashing and advertising regulation in the digital age.

Ad Standards also made submissions to a number of government inquiries in 2022 about important issues including gambling and digital platforms. These submissions provided an opportunity to demonstrate how government, industry and community benefit from a robust, transparent system which deals efficiently with community concerns about advertising and at no cost to the taxpayer.

To ensure that the Ad Standards Community Panel continues to reflect the diversity of Australian society, we welcomed nine new community representatives in 2022. This involved an open recruitment process that included using the latest ABS Census data to guide the selections. We also farewelled a number of Community Panel members whom I would like to acknowledge for their service and commitment. The Community Panel is at the very heart of the self-regulation system, and I thank them for the work they do in rigorously upholding community standards. I would also like to acknowledge our Independent Reviewers, Robin Creyke AO and John McMillan AO, and Industry Jury whose contributions help ensure a fair and robust system for all.

Finally, I would like to thank the Ad Standards team for their efforts in 2022. This small team handles hundreds of complaints every month, adapts to a constantly changing advertising environment, all while promoting the service to the community and providing guidance to industry. The ability of this team to deliver at a relentless pace must be commended.

Looking ahead, in 2023 we will celebrate 25 years since the establishment of Ad Standards. This will be an opportunity to reflect on our achievements and to reaffirm our commitment to ensuring advertising on all media is responsible.



Richard Bean
Executive Director
Ad Standards

In the spotlight



Environmental claims

With community concern about climate change and sustainability growing, environmental claims can be a powerful advertising tool – but false, vague or misleading claims undermine consumer trust. Complaints under the Environmental Claims Code represented a small but growing proportion of overall complaints to Ad Standards in 2022.

In response to consumer concern, regulatory organisations around the world – including in Australia – are shining a light on environmental claims and introducing new rules to ensure that brands are being truthful and have robust substantiation for any claims they make.

The AANA launched a major public review of the Environmental Claims Code in late 2022. The review will consider new measures and restrictions being introduced globally, national environmental schemes, Australian Government regulatory activities and the views of the community and industry.

In 2022:

2.3%

of complaints raised issues
about environmental claims
(up from 1.37% in 2021)

The Community Panel assessed
18 ads that raised issues
under the Environmental Claims Code
and found **one breach**.

Cases have been raised about ads from a variety
of industries including **mining**, **automobiles**, **petroleum**,
banking and **superannuation**.



Influencer advertising

The influencer marketing industry continued to grow in 2022 with Australians spending more time on social media platforms and more brands using influencer advertising as part of their marketing mix. Alongside this, concern about whether influencer ads are appropriately identified on social media is rising.

The AANA Code of Ethics applies to all forms of advertising and requires advertisers to ensure that ads on any medium are clearly distinguishable as advertising. This rule is underpinned by Australian Consumer Law, enforced by the Australian Competition and Consumer Commission (ACCC).

While it's a brand's responsibility to ensure influencer marketing complies with the rules, not labelling content correctly can result in reputational damage to both the brand and influencer.

In 2022:

8.34%

of complaints raised issues about distinguishable advertising
(up from 2.68% in 2021)

The Community Panel assessed
34 distinguishable advertising cases
and found **13 breaches**.

46 complaints about distinguishable advertising were **resolved before a formal case was raised**.

In these instances, the influencer has either **removed the post** or **added a label** after being made aware of a complaint.



Ad Standards Community Panel



The Ad Standards Community Panel

The Community Panel is an independent and impartial body of community representatives responsible for adjudicating complaints made by the public about the content of ads.

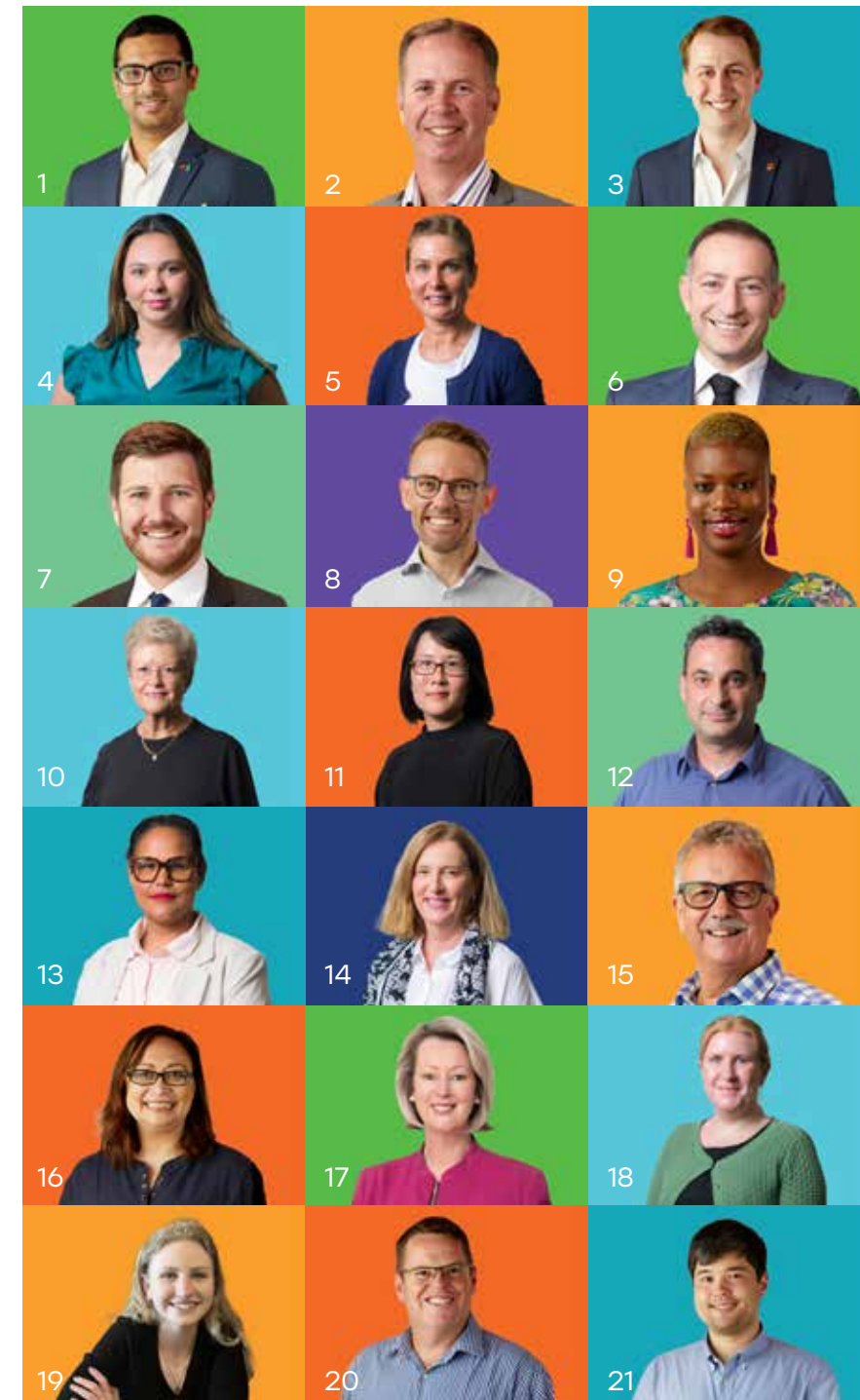
The diversity of background and opinion within the Community Panel is essential to ensuring the advertising complaints process administered by Ad Standards reflects community standards.

Community Panel members are recruited through a rigorous process and are all directly involved with their communities. Members in 2022 included a food and nutrition expert, university student, Aboriginal community leader, CEO of a not-for-profit organisation, police officer, and a nurse including people from culturally and linguistically diverse backgrounds.

Community Panel members are not subject to direction by Ad Standards management or the AANA Board. They are independent of any commercial or government interests and provide an objective and impartial review of advertising complaints.

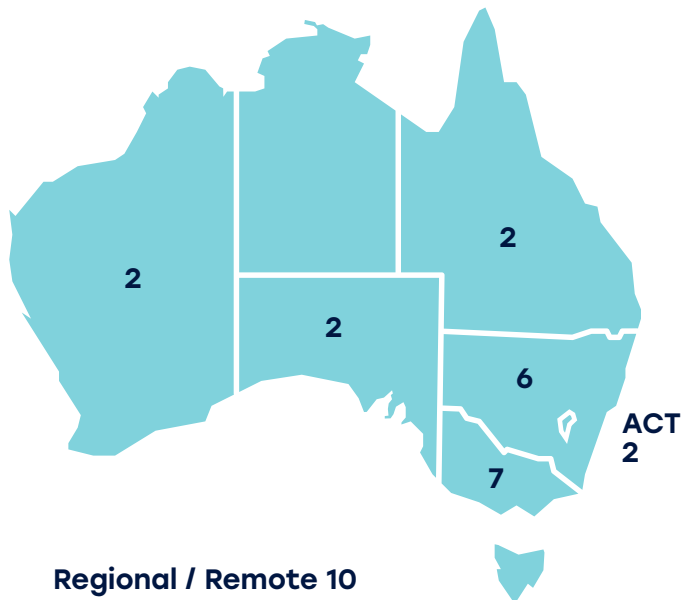
Ad Standards Community Panel members 2022

- 1 Mohammad Al-Khafaji
- 2 Peter Bennett
- 3 Dr Michael Bonning
- 4 Chloe White
- 5 Rebecca Curran
- 6 Adam Davey
- 7 Jeremy Davey
- 8 Sam Drummond
- 9 Khadija Gbla
- 10 Sue Knowles
- 11 Gina Lee
- 12 Nigel L'Estrange
- 13 Tania Major
- 14 Dr Anne-Therese McMahon
- 15 Nigel Milan AM
- 16 Catherine Poutasi
- 17 Sue Smethurst
- 18 Kylee Stewart
- 19 Anna Taxis
- 20 Robb Wann
- 21 Wolf Zimmermann



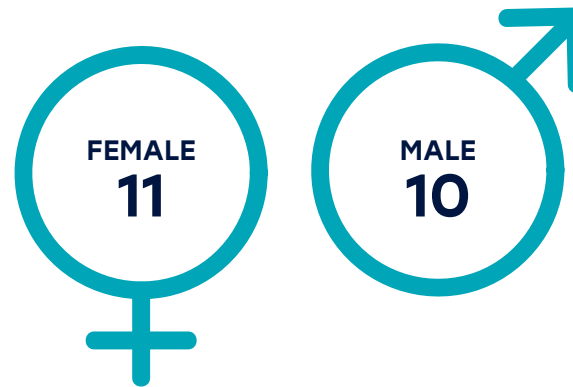
Community Panel profile

Location



Regional / Remote 10
Metro 11

Gender



Age

65+	2
55 – 64	1
40 – 54	11
30 – 39	5
19 – 29	2

2022 Community Panel recruitment

In late 2022 we ran a process to recruit nine new Community Panel members. The process was informed by the 2021 Australian Bureau of Statistics census data to ensure that the make up the Community Panel continues to reflect, as much as possible, the diversity of Australian society.

The nine new Community Panel members represent a broad range of backgrounds and experiences and include a former refugee, a landscape construction apprentice, an artist and Aboriginal affairs advocate, a member of the Sikh community, a stevedore, and the CEO of a national organisation that supports transgender young people and their families.

The new appointments also increased the total number of Community Panel members from 21 to 25.

The advertising codes



The advertising codes

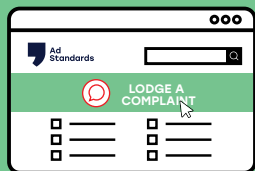
Ad Standards administered six advertising industry codes in 2022. These codes apply to advertising and marketing communication on any medium.

AANA Code of Ethics 	AANA Food and Beverages Advertising Code 	AANA Code for Advertising and Marketing Communications to Children 	AANA Environmental Claims Code 	AANA Wagering Advertising and Marketing Communication Code 	Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Motor Vehicle Advertising 
<p>The AANA Code of Ethics is the flagship advertising industry code. It requires all advertising on all mediums to align with prevailing community standards in relation to:</p> <ul style="list-style-type: none"> • Discrimination or vilification • Exploitative or degrading sexual imagery • Violence • Sex, sexuality and nudity • Language • Health and safety • Distinguishable advertising <p>This code also provides an avenue to resolve competitor complaints about misleading and deceptive advertising.</p>	<p>This code applies to all food and beverage advertising.</p> <p>Summary of requirements:</p> <ul style="list-style-type: none"> • Must not mislead or deceive • Must not undermine a healthy and active lifestyle • Health and nutrient claims must be supported by evidence • Advertising for occasional food and beverage products cannot target children 	<p>This code applies to all advertising that is for children's products.</p> <p>Summary of requirements:</p> <ul style="list-style-type: none"> • Must not contravene prevailing community standards • Must not mislead or deceive • Responsible placement • Must not employ sexual appeal or images that cause distress • Must not use popular characters / celebrities • Maintains privacy <p>Under review</p>	<p>This code applies to any environmental claims made in advertising.</p> <p>Summary of requirements:</p> <ul style="list-style-type: none"> • Truthful & factual • Offer a genuine benefit to the environment • Claims are able to be substantiated <p>Under review</p>	<p>This code applies to all advertising for wagering services.</p> <p>Summary of requirements:</p> <ul style="list-style-type: none"> • Cannot be directed to or depict minors or persons aged 18 – 24 • Cannot portray wagering in combination with alcohol consumption • Cannot state or imply a promise of winning • Must not portray or encourage participation as a means of increasing sexual success, relieving financial or personal difficulties • Cannot encourage peer pressure or excess participation 	<p>This code applies to all motor vehicle advertising.</p> <p>Summary of requirements:</p> <ul style="list-style-type: none"> • Must not portray unsafe or illegal driving • Must not portray deliberate or significant environmental damage • Use of motor sports must be clearly identifiable • Off-road driving must be safe and not encourage excessive speed

The advertising complaint process

1.

Complaint lodged



Complaints are lodged via the Ad Standards website.

It only takes one complaint to raise a case.

2.

Complaint assessed



Initial assessment by Ad Standards.

If the ad raises an issue under any of the advertising codes, a case will be raised.

3.

Advertiser notified



The advertiser is provided with the complaint.

4.

Advertiser responds



The advertiser is asked to provide a written response to the complaint.

5.

Community Panel decision



The Community Panel assesses the ad, and considers the complaint, advertiser response, advertising codes and community standards.

6.

Decision published



The advertiser and complainant are notified of the decision.

The case report is published on the Ad Standards website.

Independent Review

Ad Standards offers an **independent review** process which provides complainants and advertisers with an option to challenge decisions made by the Community Panel. There are specific grounds that need to be met to request an independent review.

Cases

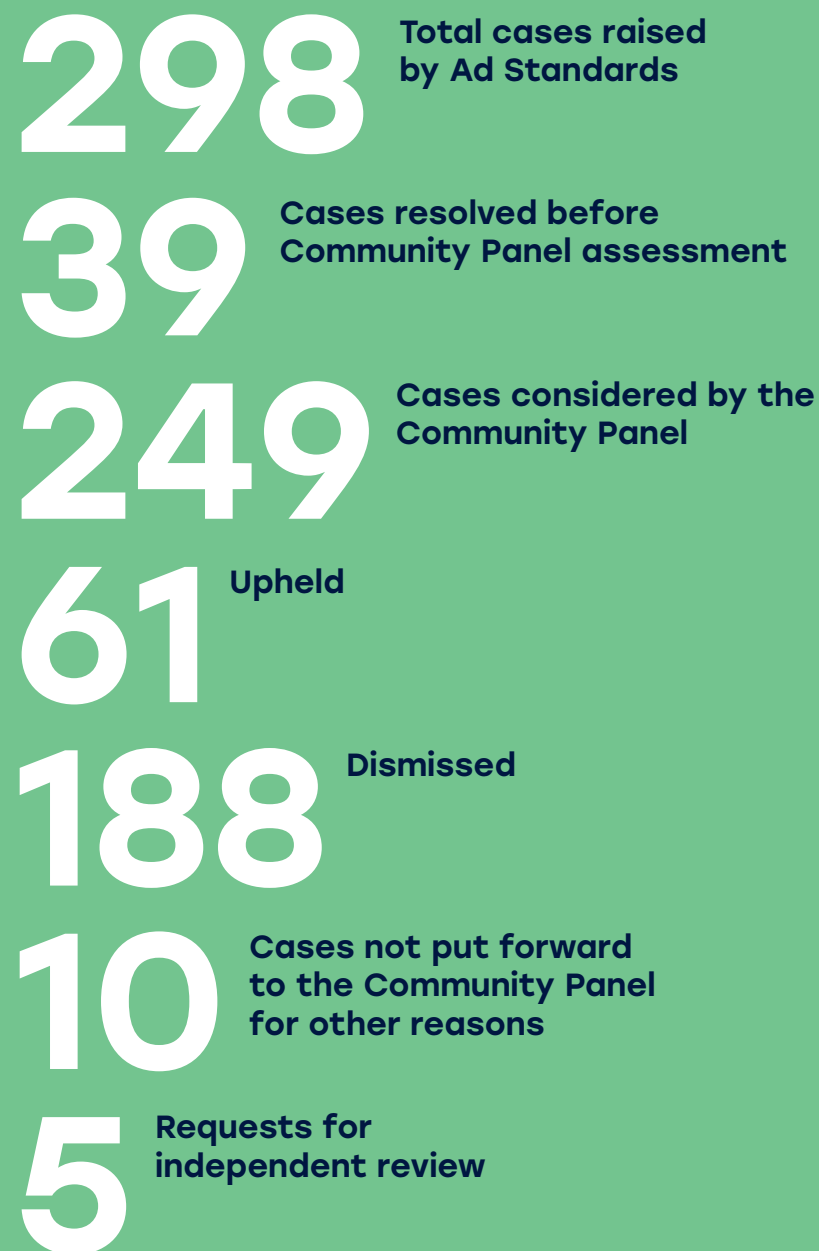


Cases

Of the 298 cases raised by Ad Standards, 39 ads were administratively resolved before being assessed by the Community Panel. This can include actions such as the ad being voluntarily withdrawn by the advertiser. A further 10 cases were not put forward to the Community Panel for other reasons.

Of the 249 individual cases assessed by the Community Panel, 16 ads were not modified or removed by the advertiser after being found in breach of one or more of the advertising codes. This includes some time limited ads such as social media posts.

There were also 5 requests by advertisers or complainants for independent review in 2022. Of these, the Independent Reviewer recommended the Community Panel reconsider 4 cases. The Panel reversed its decision in 1 of these cases.



Most complained about ads in 2022

1.

PointsBet Free-to-air TV ad

This television ad features Shaquille O’Neal and the Inspired Unemployed speaking in exaggerated ‘Aussie’ accents Shaquille O’Neal can’t understand.

MAIN CONCERN

Discrimination or vilification

NUMBER OF COMPLAINTS

43

OUTCOME

Dismissed

2.

Nimble Australia Free-to-air TV ad

This television ad features a character named “Bill Shock” whose mouth is wide-open throughout the daily activities depicted in the ad.

MAIN CONCERN

Discrimination or vilification

NUMBER OF COMPLAINTS

36

OUTCOME

Upheld (Modified / discontinued)

3.

Uber Eats Free-to-air TV ad

This television ad features Paris Hilton and the Irwin family. A scene suggests that a snake has eaten a chihuahua.

MAIN CONCERN

Violence

NUMBER OF COMPLAINTS

23

OUTCOME

Dismissed

4.

Gotham City House of Sin Billboard ad

This billboard ad for a brothel features a woman wearing black lingerie.

MAIN CONCERN

Sex, sexuality, and nudity; exploitative or degrading sexual imagery

NUMBER OF COMPLAINTS

21

OUTCOME

Dismissed

5.

Universal Pictures Free-to-air TV ad

This television ad promoted the film ‘The Black Phone’.

MAIN CONCERN

Violence

NUMBER OF COMPLAINTS

18

OUTCOME

Dismissed

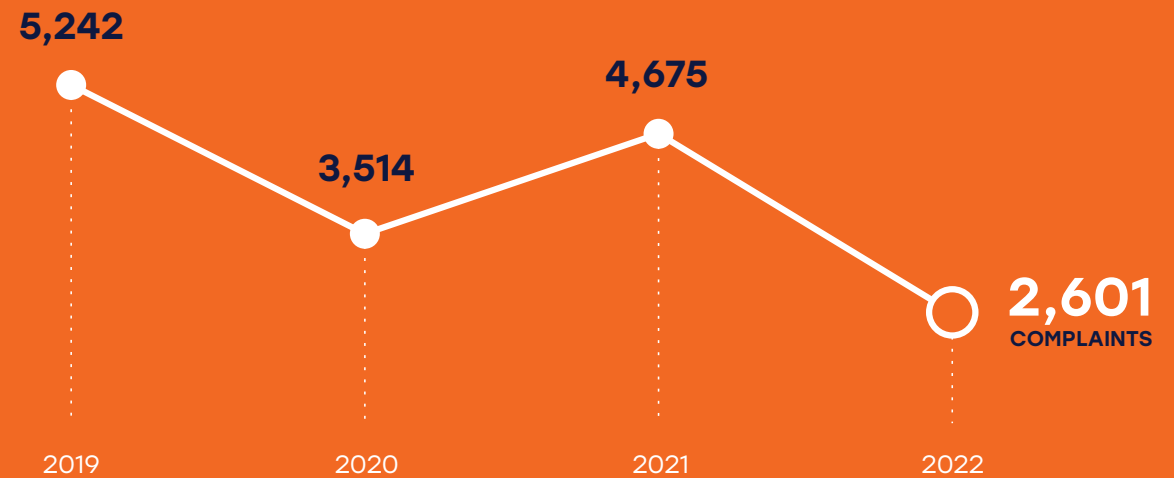
Complaints



Number of complaints

Complaints have dropped in 2022 compared to previous years for which there are a number of possible explanations.

- The federal election in early 2022 filled media with election advertising, which is not subject to Community Panel consideration and likely reduced commercial advertising and diverted public attention for a period.
- The community found advertising less offensive in 2022. A figure of 42 complaints for the most complained about ad for the year indicates there were few controversial campaigns during the reporting period.
- Advertisers are using data and analytics to better target consumers. This reduces the risk of exposing vulnerable audiences, such as children, to inappropriate imagery and messaging.
- Community awareness of Ad Standards could also be a factor. Our proposed community awareness campaign in 2023 will promote Ad Standards as Australia's advertising complaints handling body.



Complaints and our jurisdiction

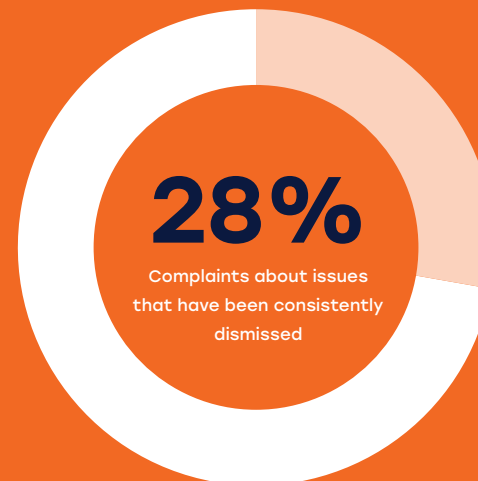
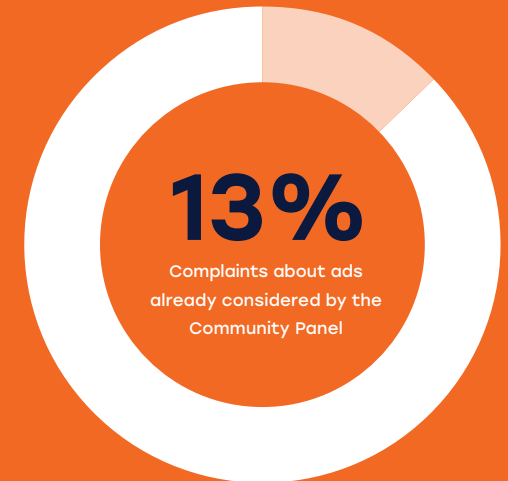
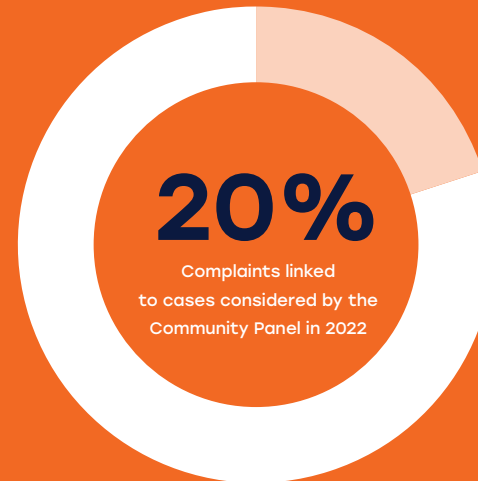
Of all the complaints received in 2022, one in five (20%) were linked to cases considered by the Community Panel in the same year.

One in ten complaints (13%) were about ads that had already been considered by the Community Panel either in 2022 or earlier. Once the Community Panel assess an ad, any further complaints will generally not be considered for a period of time, typically five years.

More than one quarter of complaints (28%) raised issues that have been consistently dismissed by the Community Panel. These are issues that have previously been found to not breach the codes, for example complaints about the use of mild bad language. These complaints are first assessed by Ad Standards with the aim of increasing the efficient use of the Community Panel's time, with the final decision made by the Chair of the Community Panel. Ad Standards makes every effort to notify advertisers about these complaints even if the Community Panel does not consider them.

Two in every one hundred complaints (2%) are resolved prior to a formal case being raised by Ad Standards.

A little more than one third of complaints (37%) were about matters outside our jurisdiction, such as complaints about political and election ads or the fact that some products can be advertised at all, for example gambling and wagering services. When matters are not within our jurisdiction the complainant is advised and referred to the appropriate organisation.



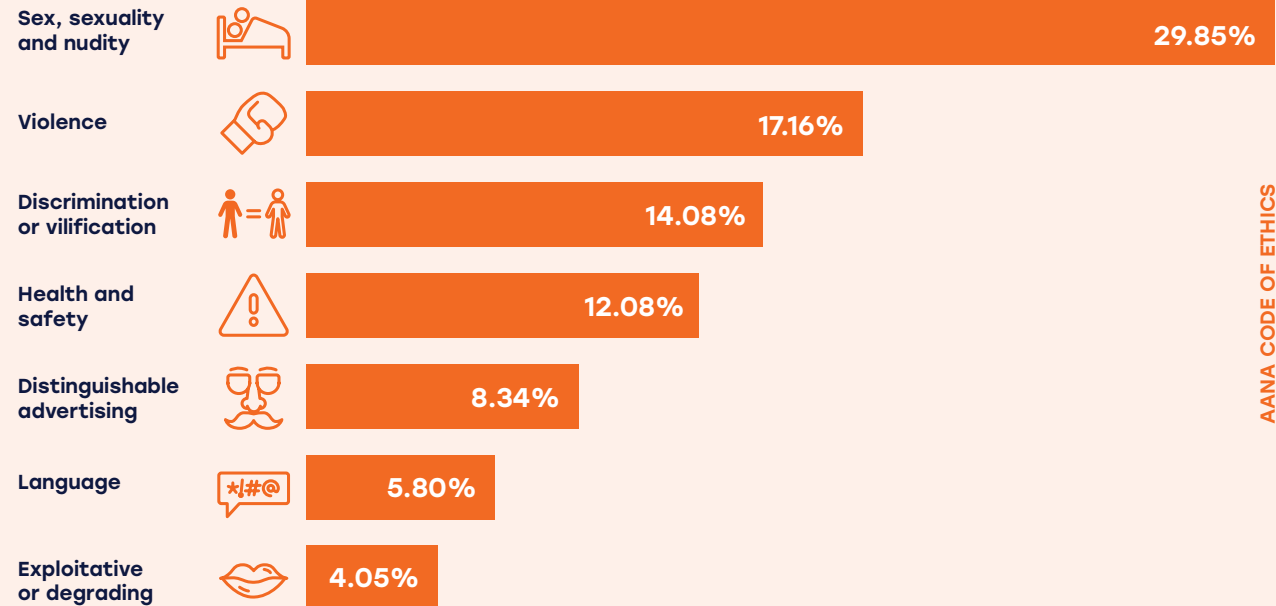
What do people complain about?

In 2022, 9 in 10 complaints that raised an issue under the advertising codes related to issues covered by the AANA Code of Ethics.

The proportion of complaints about sex, sexuality and nudity increased (29.85 per cent compared to 21.31 per cent in 2021) and this was the top issue of concern. Complaints about violence also increased in percentage terms in 2022 (17.16 per cent in 2022, compared to 11.34 per cent in 2021).

14.08 per cent of complaints were linked to ads that raised concerns about discrimination or vilification in 2022 – an increase on 2021 (10.22 per cent).

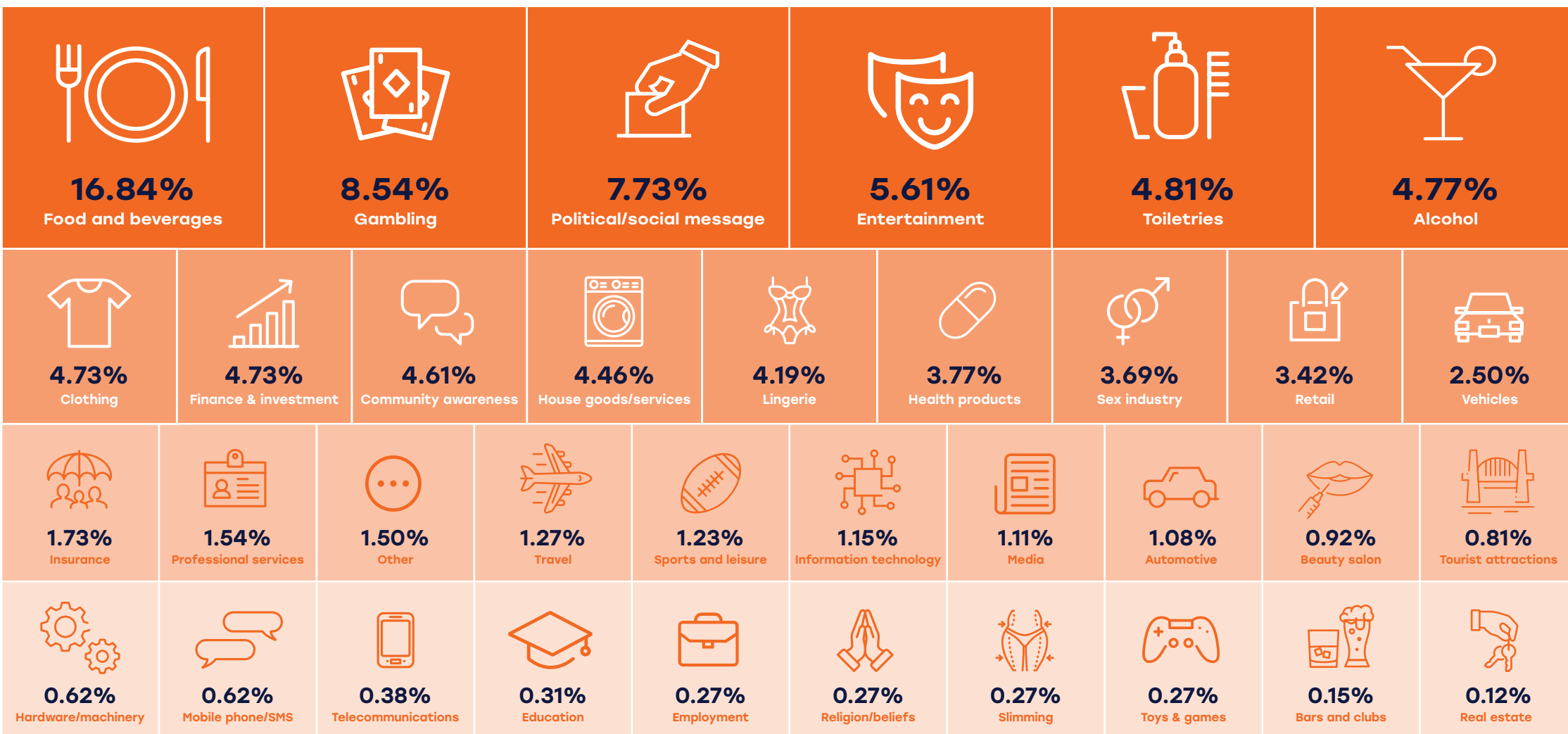
While still a relatively low number, complaints linked to the Environmental Code are increasing year on year and almost doubled from 1.37 per cent in 2021 to 2.3 per cent in 2022.



* Complaints that do not raise any issues under the advertising codes but have for another reason been linked to a case are categorised as 'Other'.

Complaints

Most complained about product or services categories in 2022 (%)



Complaints

Which advertising mediums host the ads which attract the most complaints?

Ads seen on free-to-air television have always attracted the most complaints, and 2022 was no exception with a little over half of the complaints received about ads seen on this medium.

The number of complaints about advertising on social media is increasing each year and in 2022 made up 13.69 per cent of complaints, compared to 8.43 per cent of complaints in 2021. Instagram was the social media platform with the most complained about ads followed by Facebook. In 2022 the Community Panel also assessed ads that appeared on YouTube, TikTok and Reddit.

With Australians watching more content on catch-up services than ever before, complaints about ads seen on TV on-demand are increasing each year too. In 2022 ads on this medium attracted 4.27 per cent of complaints.

Free-to-air TV




57.05%



Social media

13.69%



	Instagram 9.15%
	Other 2.46%
	Facebook 2.08%



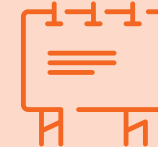
4.27%

On demand TV



4.08%

Pay TV



3.54%

Billboard



3.46%

Internet



3.31%

Poster



2.96%

Radio



1.23%

Outdoor

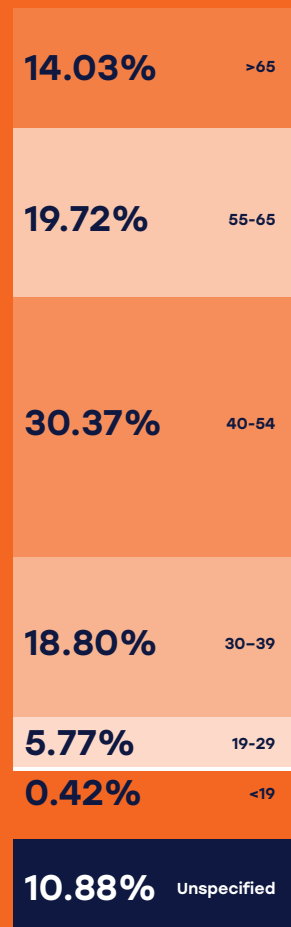


0.92%

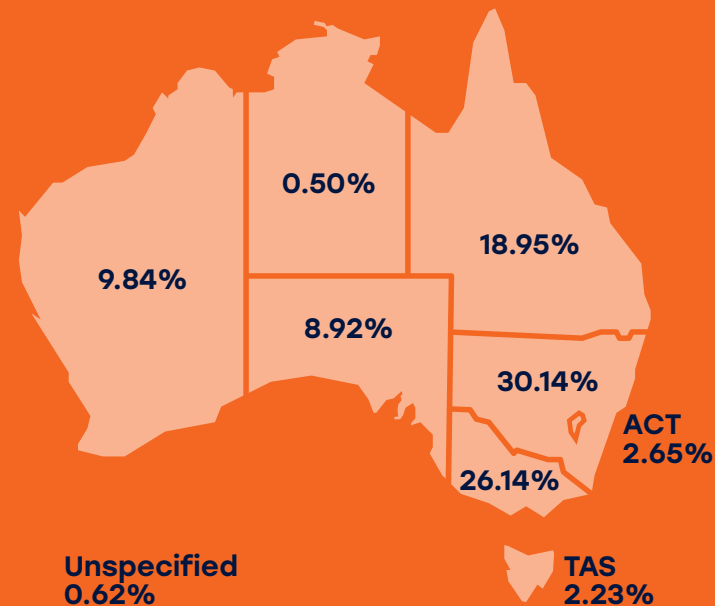
Print

Who is complaining?

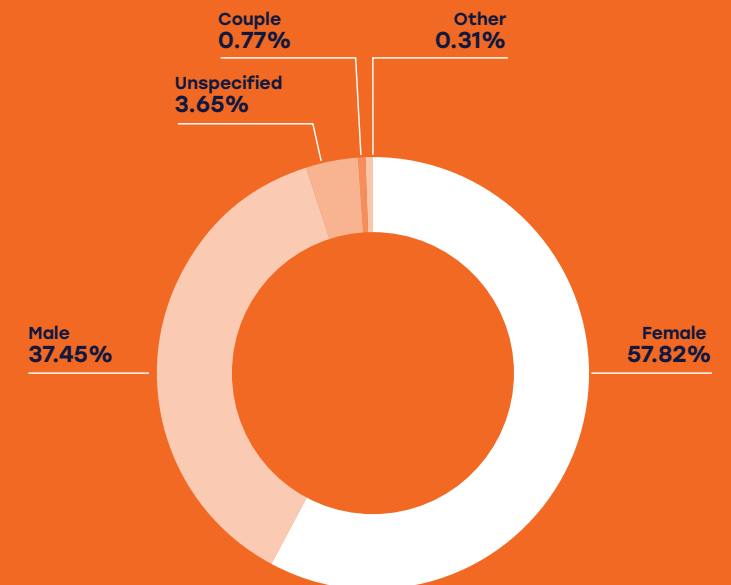
Age



Location



Gender relationship



Measuring our impact

The following tables show key statistics over the last five years (2018 - 2022). Data collated prior to 2018 is available on the Ad Standards website.



Measuring our impact

Allocation of Complaints (No., by complaint)	2018	2019	2020	2021	2022
Complaints within jurisdiction	2708	2152	1181	1133	509
Complaints outside jurisdiction	2074	1636	1130	1649	967
Complaints about already considered advertisements (current year)	916	769	323	418	160
Complaints about already considered advertisements (previous years)	412	230	265	268	176
Consistently dismissed complaints	502	448	577	1129	727
Complaints resolved prior to case raised	47	6	38	78	62
Not allocated at 31 December	37	-	-	-	-
TOTAL	6,696	5,241	3,514	4,675	2,601

Community Panel Determinations (No., by advertisement)	2018	2019	2020	2021	2022
Dismissed	403	310	284	230	188
Upheld	85	58	69	85	61
Administratively Resolved before Community Panel determination	43	39	31	41	39
Not proceeding to Community Panel	23	8	8	5	10
TOTAL	554	415	392	361	298
UPHELD % of all cases	15%	14%	18%	24%	20%
UPHELD % of cases considered	17%	16%	20%	27%	24%

Measuring our impact

Issues Attracting Complaint (%)	2018	2019	2020	2021	2022
AANA Section 2.4 - Sex, sexuality and nudity	36.39%	16.37%	32.29%	21.31%	29.85%
AANA Section 2.3 - Violence	26.58%	15.78%	10.29%	11.34%	17.16%
AANA Section 2.1 - Discrimination or vilification	8.66%	13.08%	15.43%	10.22%	14.08%
AANA Section 2.6 - Health and safety	4.83%	5.25%	7.96%	16.50%	12.08%
AANA Section 2.7 - Distinguishable advertising	0.41%	0.14%	0.45%	2.68%	8.34%
AANA Section 2.5 - Language	7.09%	5.82%	5.59%	9.77%	5.80%
AANA Section 2.2 - Exploitative or degrading	5.87%	5.96%	18.29%	3.34%	4.05%
AANA Food and Beverages Code	1.13%	1.56%	2.33%	2.18%	2.36%
AANA Environmental Code	0.05%	0.34%	0.45%	1.37%	2.30%
Other	3.72%	33.91%	4.43%	15.54%	1.45%
FCAI Code	1.04%	0.85%	0.89%	3.19%	1.21%
AANA Wagering Code	3.35%	0.31%	0.45%	1.01%	0.91%
AANA Advertising to Children Code	0.50%	0.20%	0.45%	1.42%	0.42%
AFGC Responsible Childrens Marketing Initiative (RCMI)	0.07%	0.17%	0.13%	0.15%	-
AFGC Quick Service Restaurant Resp Childrens Marketing Initiative (QSRI)	0.32%	0.26%	0.58%	-	-
TOTAL	100%	100%	100%	100%	100%

Measuring our impact

Product Category by Case (%)	2018	2019	2020	2021	2022
Food and beverages	10.72%	18.43%	20.10%	17.98%	12.50%
Lingerie	7.28%	11.79%	6.27%	8.71%	11.46%
Clothing	1.52%	4.42%	5.22%	7.02%	7.29%
Entertainment	8.96%	11.30%	10.18%	7.30%	7.29%
Gambling	23.12%	4.67%	3.66%	5.06%	5.90%
Health products	2.50%	2.95%	5.22%	5.06%	5.90%
House goods/services	1.50%	5.90%	3.66%	2.81%	5.21%
Vehicles	1.84%	5.90%	5.48%	7.87%	4.51%
Retail	0.45%	2.21%	1.57%	3.37%	4.17%
Alcohol	0.79%	2.46%	4.70%	4.78%	3.47%
Community awareness	3.57%	4.67%	3.66%	2.25%	3.47%
Automotive	4.18%	2.70%	3.13%	3.09%	3.13%
Finance/investment	1.71%	2.21%	1.57%	3.37%	3.13%
Hardware/machinery	0.18%	0.49%	1.83%	0.84%	2.43%
Toiletries	1.55%	0.98%	3.39%	2.25%	2.08%
Sex industry	1.60%	4.42%	3.13%	2.81%	1.74%
Travel	1.86%	3.69%	2.35%	1.69%	2.08%
Insurance	19.91%	2.70%	3.92%	1.97%	1.39%
Toys and games	0.05%	0.25%	0.78%	1.12%	1.39%
Professional services	0.81%	2.21%	1.83%	1.69%	1.04%
Tourist attractions	0.00%	0.00%	0.52%	0.56%	1.04%
Beauty salon	0.08%	0.49%	0.52%	0.84%	0.69%
Information technology	0.08%	0.25%	1.04%	1.69%	0.69%
Sport and Leisure	4.41%	0.74%	1.04%	1.12%	0.69%
Mobile phone/SMS	0.16%	0.25%	0.78%	0.56%	0.69%
Real estate	0.84%	0.98%	0.52%	0.28%	0.69%
Education	0.13%	0.25%	0.26%	0.28%	0.35%
Employment	-	-	0.26%	0.00%	0.35%
Media	0.08%	0.49%	0.52%	0.56%	0.35%
Slimming	-	0.74%	1.04%	0.56%	0.35%
Office goods/services	-	0.26%	0.00%	0.00%	0.00%
Religion/beliefs	-	-	0.26%	0.00%	0.00%
Telecommunications	0.11%	1.23%	1.31%	0.84%	0.00%
Other	0.03%	0.25%	0.26%	1.69%	4.51%
TOTAL	100%	100%	100%	100%	100%

Measuring our impact

Product Category By Complaint (%)	2020	2021	2022
Food and beverages	22.23%	13.16%	16.84%
Gambling	5.49%	8.62%	8.54%
Political/social message	2.39%	8.73%	7.73%
Entertainment	4.04%	4.09%	5.61%
Toiletries	2.59%	1.41%	4.81%
Alcohol	5.75%	5.84%	4.77%
Clothing	3.59%	4.66%	4.73%
Finance/investment	1.91%	3.34%	4.73%
Community awareness	6.43%	7.23%	4.61%
House goods/services	4.35%	2.33%	4.46%
Lingerie	2.31%	2.84%	4.19%
Health products	7.91%	4.98%	3.77%
Sex industry	3.98%	3.59%	3.69%
Retail	1.65%	2.31%	3.42%
Vehicles	2.11%	2.50%	2.50%
Insurance	2.45%	2.27%	1.73%
Professional services	1.08%	1.18%	1.54%
Travel	0.54%	0.56%	1.27%
Sport and Leisure	1.17%	0.92%	1.23%
Information technology	0.88%	9.99%	1.15%
Media	0.85%	1.07%	1.11%
Automotive	9.79%	1.88%	1.08%
Beauty salon	0.28%	0.49%	0.92%
Tourist attractions	0.46%	0.32%	0.81%
Hardware/machinery	0.51%	0.41%	0.62%
Mobile phone/SMS	0.60%	0.77%	0.62%
Telecommunications	1.20%	1.93%	0.38%
Education	0.37%	0.24%	0.31%
Employment	0.23%	0.19%	0.27%
Religion/beliefs	0.60%	0.28%	0.27%
Slimming	0.37%	0.26%	0.27%
Toys and games	0.51%	0.34%	0.27%
Bars and clubs	0.09%	0.11%	0.15%
Real estate	1.31%	0.49%	0.12%
Other	0.00%	0.68%	1.50%
TOTAL	100%	100%	100%

Measuring our impact

Analysis Of Cases By Media (%)	2018	2019	2020	2021	2022
TV - Free-to-air	76.39%	71.33%	38.90%	36.24%	29.51%
Internet - social media	2.61%	3.99%	15.93%	23.59%	23.61%
Internet	2.15%	1.67%	5.48%	4.21%	10.07%
Poster	2.76%	2.82%	5.22%	3.37%	8.33%
TV - On demand	-	1.79%	7.05%	8.43%	5.90%
TV - Pay	3.02%	3.40%	5.22%	4.21%	3.47%
Radio	1.67%	2.43%	4.44%	2.81%	2.78%
Email	-	0.36%	1.57%	2.25%	2.08%
Promotional material	-	1.62%	1.31%	0.28%	2.08%
Outdoor	0.60%	1.26%	1.83%	0.84%	1.74%
Transport	1.85%	2.05%	2.61%	2.25%	1.74%
Billboard	4.26%	4.03%	2.09%	1.69%	1.39%
Print	0.49%	0.78%	1.57%	0.84%	1.39%
TV - out of home	-	0.65%	1.31%	5.34%	1.39%
App	-	-	3.13%	1.69%	1.04%
Cinema	0.40%	0.34%	0.26%	0.28%	1.04%
Mail	0.33%	0.23%	0.26%	0.56%	1.04%
Billboard - Digital	-	-	1.57%	0.84%	0.69%
Commercial Vehicle	-	-	-	-	0.69%
Billboard - Mobile	-	-	0.26%	0.28%	0.00%
Other	3.46%	1.24%	0.00%	0	0.00%
TOTAL	100%	100%	100%	100%	100%

Measuring our impact

Analysis Of Complaints By Media (%)	2020	2021	2022
TV - Free-to-air	66.62%	65.54%	57.05%
Internet - social media	7.09%	8.43%	13.69%
TV - On demand	5.41%	5.97%	4.27%
TV - Pay	5.09%	3.51%	4.08%
Billboard	2.62%	1.65%	3.54%
Internet	2.36%	2.93%	3.46%
Poster	2.25%	1.18%	3.31%
Radio	2.90%	3.17%	2.96%
Outdoor	0.71%	0.49%	1.23%
Print	0.80%	0.90%	0.92%
Email	0.63%	0.68%	0.88%
Packaging (alcohol)	0.57%	0.58%	0.85%
App	0.60%	0.45%	0.62%
Promotional material	0.34%	0.81%	0.62%
TV - out of home	0.40%	1.90%	0.58%
Transport	1.02%	0.53%	0.54%
Mail	0.26%	0.64%	0.50%
Cinema	0.11%	0.17%	0.42%
SMS	0.17%	0.36%	0.31%
Commercial vehicle	-	-	0.15%
Stadium/arena	0.03%	0.04%	0.04%
Flying banner	0.03%	0.06%	0.00%
TOTAL	100%	100%	100%

Measuring our impact

Consistently Dismissed Complaints (No.)	2018	2019	2020	2021	2022
Consistently dismissed issue	158	83	180	517	421
Consistently dismissed language	110	103	65	208	36
Unlikely interpretation	134	129	163	206	178
Same advertisement different media	21	6	44	83	34
Product name	7	4	8	36	4
Incorrect about content	15	18	14	25	25
COVID-19	-	-	31	23	1
Not of concern to broad community	23	22	12	12	14
Lingerie advertising	-	29	49	10	3
Multicultural community	13	15	4	4	2
Images of food	4	6	4	4	6
Food/beverage logos	0	0	2	1	2
Stereotypical depictions	17	33	1	0	1
TOTAL	502	448	577	1129	727

Measuring our impact

Reason Complaint Did Not Proceed To A Case (No.)	2018	2019	2020	2021	2022
Political/Social issues	188	114	95	401	186
Gambling product - timing TV	238	126	96	207	88
ABAC complaint only	84	72	108	141	81
Misleading, truth and accuracy (not food)	156	131	138	156	81
Not S2 - general	89	142	129	114	79
Inappropriate behaviour	79	50	28	35	62
Insufficient information to identify ad - general	91	58	47	61	59
Not an ad - general	60	80	95	82	45
Tasteless advertising	198	244	65	82	42
Own station promotion TV and radio	45	21	26	30	35
Disagree with content	130	140	77	54	30
Not discrimination	28	31	8	28	19
Dislike advertising	30	36	14	6	17
Personal issue	39	23	27	22	16
Not S2- not Wagering Code	8	8	5	26	12
Product or service - general	75	33	39	29	10
Therapeutic goods	14	14	9	17	10
Dislike of advertising - Lingerie products	0	18	1	5	9
Business practices unethical	6	8	5	14	7
Timing - TV	51	63	20	3	7
Not an ad - packaging	3	3	1	10	6
Not current ad	-	-	-	34	6
Unfortunate placement	5	4	3	0	5
Spam	10	6	0	10	5
Ad Standards - compliance and sanctions	10	16	3	0	4
Ad not broadcast in Australia	16	6	1	0	3
Ad Standards/ASB Industry Jury/Claims Board competitor	0	0	0	1	3
Freedom of speech	11	2	13	17	3
Gambling during live sport	0	7	1	2	3
Editorial	10	2	4	3	2
Product - e cigarette or vape	-	-	-	-	2
Programming and content	287	6	2	4	2
Loud ads	3	9	6	4	2

Measuring our impact

Reason Complaint Did Not Proceed To A Case (No.) cont'd	2018	2019	2020	2021	2022
Prohibited online content	0	1	0	0	2
Too many ads	5	18	10	21	2
Use of a personality	7	4	7	4	2
ACMA	3	7	9	1	1
Praise for advertiser	0	0	0	0	1
Junk mail	4	2	5	2	1
Use of children	9	4	2	2	1
Dislike of advertising - AMI radio ads	1	0	0	0	0
Legality	35	31	9	8	16
Gambling odds in commentary	0	1	0	0	0
Grammar in advertisements	3	1	2	0	0
Insufficient information to identify ad - Honey Birdette	0	5	2	4	0
FCAI excluded category	4	7	0	1	0
Overseas complaint	14	12	1	1	0
Predominantly men or women	0	6	0	0	0
Product or service - food	0	1	0	0	0
Product or service - on radio	2	0	0	0	0
RCMI - not an ad in media	0	1	0	0	0
Subliminal advertising	4	4	6	3	0
Timing - cinema	5	2	0	0	0
Timing - radio broadcast	1	0	1	0	0
Tobacco advertising	2	0	1	0	0
Unfortunate Placement - horror movies	0	47	7	4	0
Unfortunate Placement -YouTube	0	1	0	0	0
Vehicle- need for detailed information	11	8	2	0	0
TOTAL	2074	1636	1130	1649	967

Measuring our impact

Age Range Of Complainants (%)	2018	2019	2020	2021	2022
40 - 54	30.76%	34.90%	32.20%	30.44%	30.37%
55 - 65	28.69%	21.39%	19.13%	21.07%	19.72%
30 - 39	17.17%	19.56%	19.31%	18.12%	18.80%
> 65	7.74%	8.15%	12.47%	13.30%	14.03%
Unspecified	7.50%	8.74%	9.62%	10.55%	10.88%
19 - 29	6.93%	6.30%	6.45%	6.07%	5.77%
< 19	1.21%	0.97%	0.82%	0.45%	0.42%
TOTAL	100%	100%	100%	100%	100%

Geographic Source Of Complaints (%)	2018	2019	2020	2021	2022
NSW	33.17%	32.82%	29.27%	33.63%	30.14%
VIC	23.42%	23.81%	26.79%	25.43%	26.14%
QLD	24.73%	20.11%	19.73%	18.25%	18.95%
WA	7.50%	8.47%	10.38%	9.03%	9.84%
SA	7.39%	9.20%	9.02%	9.41%	8.92%
ACT	1.93%	2.39%	2.45%	1.88%	2.65%
TAS	1.15%	1.58%	1.69%	1.43%	2.23%
Unspecified	0.51%	1.26%	0.12%	0.56%	0.62%
NT	0.21%	0.36%	0.54%	0.39%	0.50%
TOTAL	100%	100%	100%	100%	100%

Measuring our impact

Gender Of Complainants (%)	2018	2019	2020	2021	2022
Female	64.01%	66.02%	58.63%	59.19%	57.82%
Male	33.36%	31.64%	33.84%	37.01%	37.45%
Unspecified	1.54%	0.97%	6.20%	2.61%	3.65%
Couple	1.09%	1.37%	1.33%	1.20%	0.77%
Other	-	-	-	-	0.31%
TOTAL	100%	100%	100%	100%	100%

Method Of Complaint (%)	2018	2019	2020	2021	2022
Online	92.16%	91.49%	92.77%	90.90%	91.27%
Referral from Free TV or Commercial Radio	-	-	6.36%	7.84%	7.96%
Post	7.41%	7.31%	0.84%	1.24%	0.77%
Fax	0.43%	1.20%	0.03%	0.02%	0.00%
TOTAL	100%	100%	100%	100%	100%



Ad Standards
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