

## Ad Standards Industry Jury process

This fact sheet provides an overview of Ad Standards' Industry Jury complaint process.

### **Application and fee received**

Once a complaint is lodged, it will be assessed whether it is eligible for consideration by the Industry Jury. Ad Standards will provide an estimate of the initial costs of the case, which is payable before the process can proceed. All complainants are encouraged to consider the Ad Standards Industry Jury Procedures before lodging a complaint.

### **Complaint accepted**

A complaint accepted for determination by the Industry Jury is forwarded to the advertiser with a request for copies of the challenged advertising and a substantial written response within a specified period. The process allows for further submissions to be made by the complainant and advertiser within advised time frames.

### **Industry Jury determination**

The Industry Jury must decide on a complaint and issue a written determination within 15 business days of receiving the final submission. Although usually making its determinations on the basis of written submissions, the Industry Jury may also agree to meet with either or both parties in the interests of finding a resolution.

If the Industry Jury decides that any of the advertising claims disputed are not substantiated, it must provide the case decision to the advertiser with an invitation to produce an Advertiser Statement stating whether the claims will be modified or discontinued.

### **Case report published**

Immediately after receiving such an Advertiser Statement, or on not receiving a response from the advertiser within a nominated period, the procedures require the Industry Jury to issue a final case report to the parties.