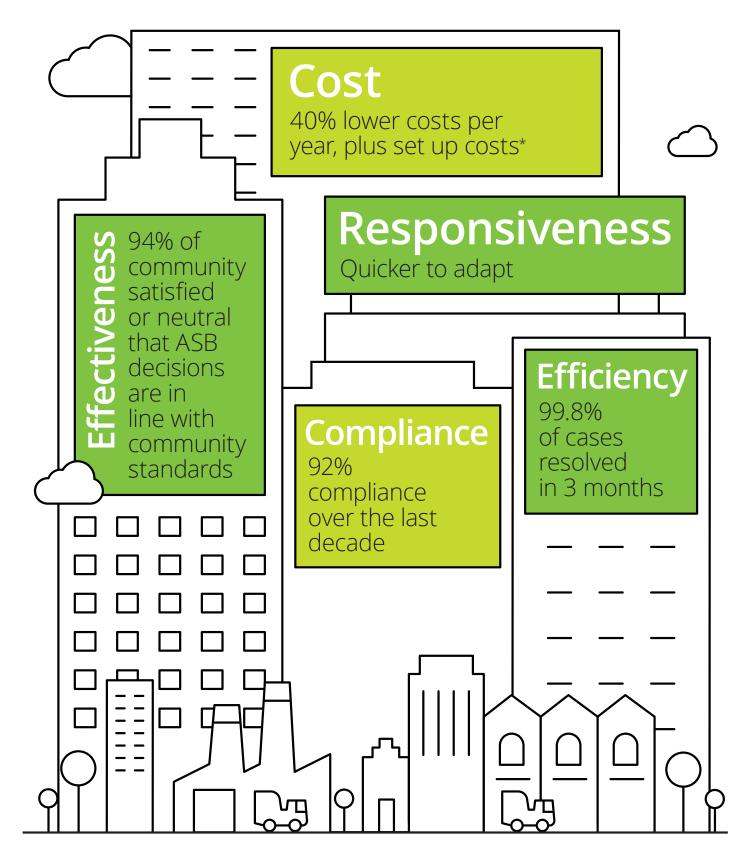
Benefits of a self-regulatory advertising complaints system





Deloitte. Access Economics

The Advertising Standards Bureau (ASB) is a self-regulatory body that seeks to ensure that advertisements meet community standards through its administration of the complaints handling component of the advertising self-regulation system. Statistics come from the Deloitte Access Economics report "Assessing the benefits of a self-regulation y advertising complaints handling system," available at www2.deloitte.com/au The report considers whether self-regulation is more appropriate than government regulation at enforcing codes of conduct. It does not consider whether the codes are in line with community standards. *Compared to the counterfactual of labour costs of a government regulated complaints handling system for advertising

The Advertising Standards Bureau manages the complaints function of Australia's self-regulatory advertising system.

During 2016 ASB received **5,529 complaints** and **576 cases** (advertisements) were considered by the Ad Board. On average it took **39 calendar days to complete** all cases.

The ASB's remit covers all advertising and marketing communication mediums. **Mediums which attracted complaints** during 2016 included:

