

Advertising Standards Bureau - OUTLINE OF REQUESTS FOR INDEPENDENT REVIEW 2008 - 2018

CASE	INITIAL BOARD DETERMINATION	INDEPENDENT REVIEWER RECOMMENDATION	BOARD DETERMINATION ON REVIEW (if appropriate)	TIME TAKEN TO COMPLETE REVIEW
<p><i>In March 2011, ASB accepted a recommendation from the Review of the Independent Reviewer process that timeliness of the process should be made publicly available. The times indicated below refer to the time between ASB receipt of the request for review to notification of final case report.</i></p>				
Tyre Stewardship Australia Case number 0225/18	Complaints Dismissed May 2018	Independent Reviewer declined to accept the request as it did not meet grounds for review		5 business days
Smith Family Case number 0097/18	Complaints Dismissed March 2018	Independent Reviewer recommended Board review its original determination	Upheld	26 business days
Uni of Sydney Case number 0471/17	Complaints Upheld November 2017	Independent Reviewer recommended Board review its original determination January 2018	Upheld	43 business days
BMW Case number 0493/17	Complaints Dismissed November 2017	Independent Reviewer recommended initial Board determination be confirmed December 2017		16 business days

MLA Case number 0412/17	Complaints Dismissed September 2017	Independent Reviewer recommended Board review its original determination November 2017	Upheld	35 business days
Sportsbet Case number 0263/17	Complaints Upheld June 2017	Independent Reviewer recommended initial Board determination be confirmed August 2017		11 business days
Sportsbet Case number 0238/17	Complaints Upheld June 2017	Independent Reviewer recommended initial Board determination be confirmed August 2017		11 business days
Sportsbet Case number 0237/17	Complaints Upheld May 2017	Independent Reviewer recommended initial Board determination be confirmed August 2017		11 business days
Sportsbet Case number 0234/17 , 0235/17 , and 0236/17	Complaints Upheld May 2017	Independent Reviewer recommended initial Board determination be confirmed August 2017		12 business days
Tabcorp Case number 0447/16	Complaints Upheld November 2016	Independent Reviewer recommended initial Board determination be confirmed		15 business days
Ultra Tune Case number 0175/16	Complaints Upheld May 2016	Independent Reviewer recommended initial Board determination be confirmed July 2016		19 business days
Ultra Tune Case number 0020/16	Complaints Upheld February 2016	Independent Reviewer recommended Board review its original determination May 2017	Upheld	40 business days

Sportsbet Case number 0449/15	Complaints Upheld November 2015	Independent Reviewer recommended initial Board determination be confirmed December 2015		14 business days
Breitling Boutiques Case number 0339/15	Complaints Dismissed September 2015	Independent Reviewer recommended Board review its original determination October 2015	Dismissed	32 business days
MPM Marketing Case number 0139/15	Complaints Dismissed April 2015	Independent Reviewer recommended initial Board determination be confirmed July 2015		15 business days
South African Tourism Case number 0148/15	Complaints Dismissed April 2015	Independent Reviewer recommended initial Board determination be confirmed June 2015		22 business days
Kittens Car Wash Case number 0437/14	Complaints Dismissed November 2014	Independent Reviewer declined to accept the request as it did not meet grounds for review		3 business days
Valvoline Case number 0192/14	Complaints Upheld May 2014	Independent Reviewer declined to accept the request as it did not meet grounds for review		4 business days
YUM Case number 0154/14	Complaints Upheld May 2014	Independent Reviewer recommended Board review its original determination June 2014	Upheld	24 business days
Witchery Case number 0136/14	Complaints Upheld April 2014	Independent Reviewer recommended initial Board determination be confirmed June 2014		15 business days

Victorian Responsible Gambling Case number 0376/13	Complaints Upheld November 2013	Independent Reviewer recommended Board review its original determination January 2014	Upheld	47 business days
Murray Goulburn Case number 0400/13	Complaints Upheld November 2013	Independent Reviewer recommended initial Board determination be confirmed January 2014		17 business days
Goodman Fielder Case number 0321/13	Complaints Dismissed September 2013	Independent Reviewer recommended initial Board determination be confirmed November 2013		17 business days
General Mills Case number 0311/13	Complaints Dismissed September 2013	Independent Reviewer recommended Board review its initial determination October 2013	Dismissed	26 business days
Mondolez Case number 0247/13	Complaints Dismissed July 2013	Independent Reviewer recommended Board review its initial determination October 2013	Upheld	36 business days
Nissan Case number 0195/13	Complaints Upheld June 2013	Independent Reviewer recommended initial Board determination be confirmed July 2013		9 business days
Ford Case number 0141/13	Complaints Dismissed May 2013	Independent Reviewer recommended Board review its initial determination June 2013	Dismissed	43 business days
Spudbar Case number 0095/13	Complaints Dismissed	Independent Reviewer recommended Board	Dismissed	29 business days

	April 2013	<i>review its initial determination</i> May 2013		
ACP Publishing Case number 0437/12	Complaints Upheld November 2012	Independent Reviewer recommended Board <i>review its initial determination</i> February 2013	Upheld	27 business days
McDonalds Case number 0324/12	Complaints Dismissed August 2012	Independent Reviewer declined to accept the request as it did not meet grounds for review		5 business days
Red Bull Case number 0079/12	Complaints Dismissed March 2012	Independent Reviewer declined to accept the request as it did not meet grounds for review		8 business days
Unilever Case number - 0454/11	Complaints Upheld December 2011	Independent Reviewer recommended initial Board determination be <i>confirmed</i> January 2012		19 business days
Ansell Case number - 0408/11	Complaints Dismissed November 2011	Independent Reviewer recommended Board <i>review its initial determination</i> December 2011	Dismissed	18 business days
Vitaco Health Case number - 0237/11	Complaints Dismissed July 2011	Independent Reviewer recommended Board <i>review its initial determination</i> September 2011	Dismissed	23 business days
McDonald's Case number - 0103/11	Complaints Dismissed April 2011	Independent Reviewer recommended initial Board determination be <i>confirmed</i> May 2011		7 business days
Rivers Australia	Complaints Upheld	Independent Reviewer recommended	Dismissed	21 business days

Case numbers - 0098/11 & 0099/11	April 2011	Board <i>review its initial determination</i> April 2011		
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CASE	INITIAL BOARD DETERMINATION	INDEPENDENT REVIEWER RECOMMENDATION	BOARD DETERMINATION ON REVIEW (if appropriate)
Diageo Australia Case number – 0467/10	Complaints <i>dismissed</i> November 2010	Initial Board determination <i>confirmed</i> by Independent Reviewer December 2010	
Lexus Case number – 0215/10	Complaints <i>dismissed</i> May 2010	Initial Board determination <i>confirmed</i> by Independent Reviewer July 2010	
Hyundai Case number – 0182/10	Complaints <i>dismissed</i> May 2010	Independent Reviewer recommended Board <i>review its initial determination</i> July 2010	Dismissed
Crazy Domains Case number – 22/10 & 24/10	Complaints <i>Upheld</i> February 2010	Initial Board determination <i>confirmed</i> by Independent Reviewer April 2010	
Land Rover Case number - 511/09	Complaints <i>Dismissed</i> January 2010	Independent Reviewer recommended Board <i>review its initial determination</i> April 2010	Dismissed

Telstra Case number - 474/09	Complaints Upheld October 2009	Independent Reviewer recommended Board review its initial determination November 2009	Upheld
Advanced Medical Institute Case number - 419/09	Complaints Dismissed September 2009	Independent Reviewer recommended Board review its initial determination November 2009	Dismissed
Government of Western Australia Case number - 108/09	Complaints Upheld April 2009	Initial Board determination confirmed by Independent Reviewer May 2009	
Yum Restaurants Case number - 312/08	Complaints Upheld September 2008	Independent Reviewer recommended Board review its initial determination September 2008	Dismissed
Mitsubishi Motors Australia Case number - 289/08	Complaints Dismissed August 2008	Independent Reviewer recommended Board review its initial determination October 2008	Dismissed
Insurance Line Pty Ltd Case number - 157/08 and 158/08	Complaints Upheld May 2008	Initial Board determination confirmed by Independent Reviewer May 2008	
Trading Post Australia Pty Ltd Case number - 133/08	Complaints Upheld May 2008	Initial Board determination confirmed by Independent Reviewer June 2008	