



AANA and ASB welcome Queensland Attorney-General announcement

21 July 2016: The Australian Association of National Advertisers (AANA) and the Advertising Standards Bureau (ASB) welcome moves by the Queensland Attorney General to deregister commercial vehicles which display offensive material.

The AANA Code of Ethics represents the common basis for prevailing community standards in advertising. In making determinations about whether marketing communications meet those standards the Advertising Standards Board (the Board) considers advertising and marketing communication in any media, including material on commercial vehicles. Online publishers, traditional media owners and their industry associations are fully supportive of the AANA Codes and the collaboration of the media as a whole in backing the decisions of the Board is a key element in the effectiveness of the system.

Together with the ASB, the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia.

Fiona Jolly, CEO of the ASB said: "The advertising self-regulation system has more than 99 per cent¹ compliance by industry with determinations of the Advertising Standards Board. The ASB has been working with the Queensland Government for some time to find a way to get vans with offensive slogans and images off the road and we welcome today's announcement by the Attorney General in Queensland. The advertising industry demonstrates extraordinary commitment to ensure the self-regulatory system is effective - there is no place for rogue advertisers. We will continue to work with the advertising industry, consumers and governments to maintain an effective system of advertising self-regulation."

AANA CEO, Sunita Gloster said: "As two halves of Australia's gold standard system of self-regulation, the AANA and the ASB protect consumers by providing an ethical standard against which advertisers are held to account. Responsible advertisers acknowledge that their licence to advertise goes hand in hand with a commitment to aligning their advertising with industry and community standards. The Attorney-General's move reinforces the collaboration and commitment the industry makes to responsible and respected marketing."

Laws enforcing the de-registrations will hopefully be put before parliament by the end of the year.

ENDS

AANA media contact: Res Publica, Lucy Willatt

¹ 99.15% excluding determinations relating to one Queensland based advertiser. 96.82% including all determinations.

E: lwillatt@respublica.com.au | T: +61 2 8297 1514

About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

ASB media contact: Sandy Rose

E: lwillatt@respublica.com.au | T: +61 2 6173 1506

About the ASB: The Advertising Standards Bureau is secretariat for the Advertising Standards Board and the Advertising Claims Board. The Bureau, based in Canberra, works to promote the work of the Boards and the role of the Advertising Standards Bureau in the system of advertising self-regulation. For more information please visit www.adstandards.com.au