

Review of
Operations
2021



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

Our purpose is to give a voice to community concerns about advertising content and to guide industry in producing responsible ads.

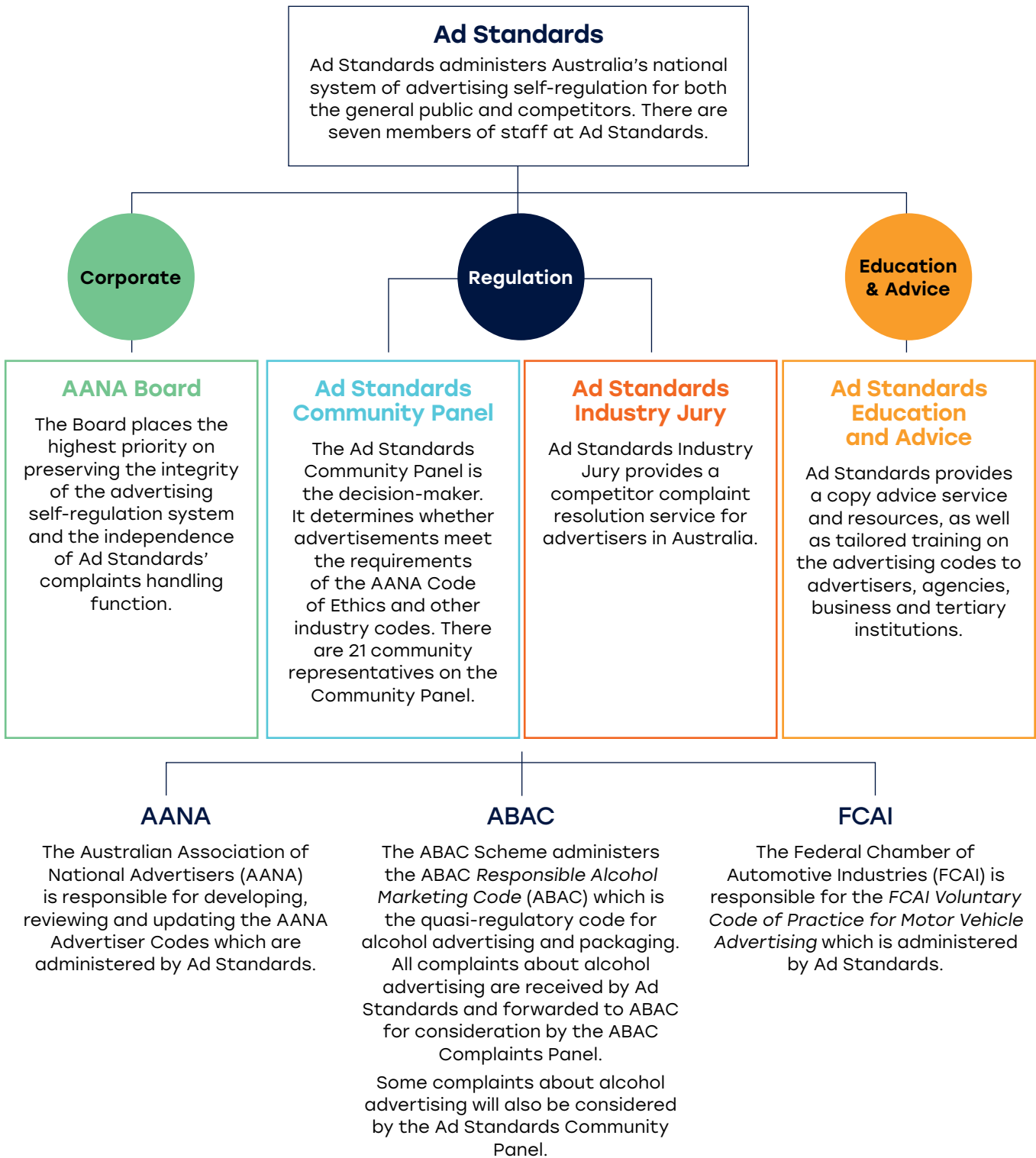
Ad Standards supports the Ad Standards Community Panel and Industry Jury – the two independent bodies that determine consumer and competitor complaints under the advertising codes.

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 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.

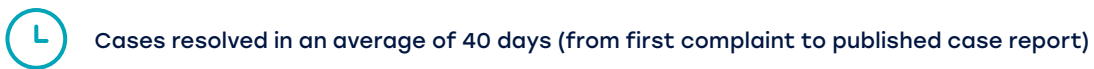
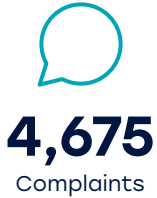
To learn more visit adstandards.com.au.

Who we are



The year at a glance

COMPLAINTS AND CASES

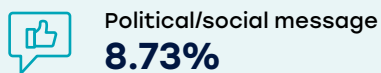
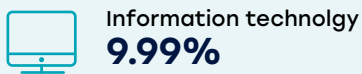


TOP ISSUES OF CONCERN

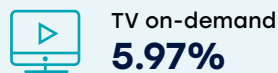


MOST COMPLAINED ABOUT

CATEGORIES



ADVERTISING MEDIUM



ADS



PROFILE OF COMPLAINANTS



A message from the Chair

I am pleased to introduce the Ad Standards Review of Operations. Throughout 2021 and against the backdrop of a global pandemic, Ad Standards has continued to provide the community with an easy and effective way to express concerns about advertising content. This independent function is a key pillar of Australia's advertising self-regulatory system.

Another critical component and key advantage of the self-regulatory system is its ability to respond quickly and effectively to new challenges. Throughout 2021, Ad Standards and the Australian Association of National Advertisers (AANA) have worked together to deliver a robust and coherent system that responds appropriately to technological developments, consumer expectations and government regulation.

In early 2021 the AANA Code of Ethics was updated in response to concern about some social media influencers' failure to disclose commercial relationships. This rule helps consumers differentiate between organic and paid content. It also imposed a prohibition on the use of overtly sexual imagery in outdoor advertising. The new Food and Beverages Advertising Code was also introduced in 2021. This best practice code provides stronger protections for children and is underpinned by Australian Government food standards.

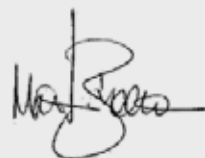
In 2022, a comprehensive review of both the Children's Advertising Code and the Environmental Claims Code will take place to ensure they continue to be fit for purpose. Consultation will be central to this process and we look forward to engaging with government, industry and community representatives throughout the year.

Understanding current community standards is vital in making decisions about complaints about advertising. In 2021, the AANA Board approved a research project to gauge community perceptions of advertising. The findings of this important research are summarised later in this report and will inform the work of Ad Standards and the decisions made by the Community Panel in 2022.

In 2021 Ad Standards has effectively delivered on its promise to be the voice of the community. On behalf of the AANA Board I wish to acknowledge the leadership provided by Executive Director Richard Bean and thank the dedicated Ad Standards staff for their responsiveness to change, hard work and commitment.

I would also like to thank the individual members of the Ad Standards Community Panel for their dedication and enthusiasm. This group represents the diversity of Australia and is the cornerstone of the self-regulatory system.

Finally, effective self-regulation works best when all industry players are involved. I'd like to extend my sincere thanks to the advertisers and other industry bodies who support Ad Standards through funding, compliance and commitment to responsible advertising.



Martin Brown
Chair
AANA Board

From the Executive Director

I am proud to deliver this review of the performance of Ad Standards in 2021. Despite the national focus on the COVID-19 pandemic, we have continued to deliver a robust and transparent advertising complaint handling service for the Australian community.

In 2021, there was a notable increase in complaints about advertising content compared with 2020. While this is no doubt a result of the increase in campaign activity and advertising spend – a record \$8.6bn as reported through the Standard Media Index (SMI) – it may also reflect broad community sentiment.

In 2021 we made a significant investment in research to examine current community perceptions of advertising. The research found that one in three Australians had seen advertising they found unacceptable, and in this context, it was pleasing to see that more than 7 in 10 Australians believe our role is important.

Advertising that uses sexual appeal is of most concern to the community, and this is consistent with our 2021 complaints data. There is also strong concern about advertising targeting children.

Our aim in 2022 is to continue to improve community awareness of our service and to promote responsible advertising practices amongst Australian businesses.

As with previous years, the bulk of complaints in 2021 were about ads seen on television, however the proportion of complaints regarding social media advertising is increasing and reached a record high of 8.43 per cent. We also accepted a higher number of complaints related to distinguishable advertising following the change to the Code of Ethics. This important improvement was in response to the growing influencer marketing industry in Australia and I would like to take this opportunity to thank the Australian Influencer Marketing Council (AiMCO) for supporting this change through their education and awareness activities.

Engaging with other industry bodies as well as international counterparts is an important aspect of our work. Collaboration with members of the International Council for Advertising Standards (ICAS) has allowed us to monitor global trends – including for example increasing concern about environmental claims in advertising – and ensure our system remains fit for purpose. We will continue our strong international engagement in 2022 as we prepare Australia's advertising self-regulation system for the future.

Of course, the most important aspect of our work is giving a voice to the Australian community, and this would not be possible without the Ad Standards Community Panel. I would like to acknowledge all members of the Community Panel for their valuable contribution during another challenging year.

I would also like to acknowledge our Independent Reviewers and Industry Jury for supporting the advertising self-regulation system. They give advertisers the ability to challenge decisions of the Panel, or challenge claims made by competitors, and are critical to operating a fair and balanced system.

In 2021 we said farewell to Brian Gordon who retired after twelve years of service. We thank Brian for his outstanding contribution to the success of the self-regulatory system and wish him the very best.

Finally, my sincere thanks to the AANA Board for their support and to the wonderful Ad Standards team whose dedication and flexibility are the foundations of our success.



Richard Bean
Executive Director

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.

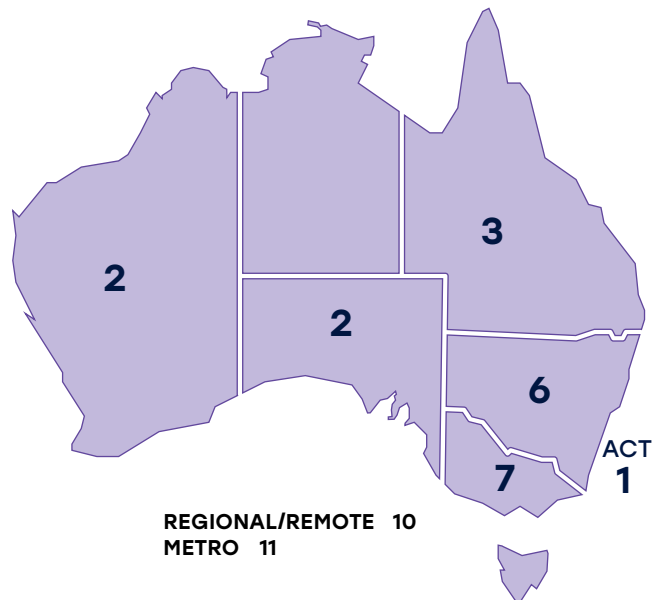
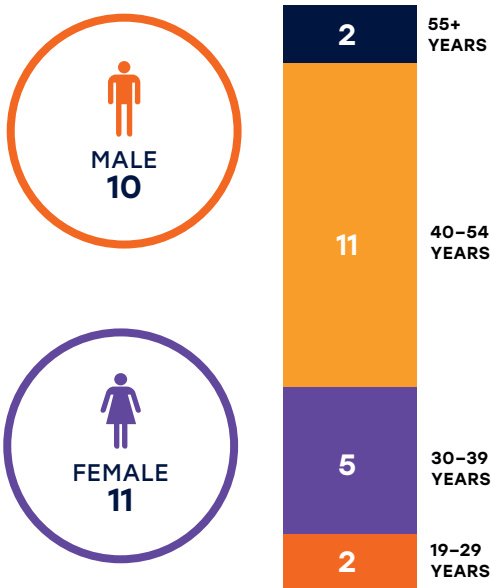
The diversity of background and opinion within the Community Panel is essential to ensuring the adjudication process reflects current community standards.

The Community Panel is gender balanced and members represent different age groups, culturally and linguistically diverse backgrounds, people with disability, and metropolitan, regional and remote communities.

Community Panel members are recruited through a rigorous process and are all directly involved with their communities. Members in 2021 included a food and nutrition expert, university student and church volunteer, Aboriginal community leader and advocate, CEO of a non-profit organisation, police officer, a gender expert, and small business owner.

Community Panel members are not subject to direction by Ad Standards or the AANA Board.

Community Panel profile



Ad Standards Community Panel members 2021



Mohammad Al-Khafaji



Peter Bennett



Michael Bonning



Petra Bueskens



Rebecca Curran



Adam Davey



Jeremy Davey



Sam Drummond



Khadija Gbla



Sue Knowles



Gina Lee



Nigel L'Estrange



Tania Major



Dr Anne-Therese
McMahon



Nigel Milan AM



Catherine Poutasi



Sue Smethurst



Kylee Stewart



Robb Wann



Chloe White



Wolf Zimmermann

Community perceptions research

Our most recent research, conducted by Pollinate in late 2021, looked at community perceptions of advertising and what Australians consider acceptable and unacceptable in advertising content.

The research also tested whether past decisions made by the Ad Standards Community Panel align with current community views in relation to the sections of the Code of Ethics that deal with discrimination or vilification, exploitative or degrading sexual imagery, and the portrayal of sex, sexuality and nudity.

The research showed that while Australians are happy seeing more inclusivity and diversity in advertising, 1 in 3 Australians had recently seen advertising they found unacceptable.

The research also revealed that more than half of Australians (56 per cent) are concerned about the use of sexual appeal in ads. Other concerns include advertising targeting children, the content of gambling ads and brands trying to be controversial or offensive to stand out.

1 in 20 Australians say they have made a formal complaint about advertising and 8 in 10 agree that it's important for advertisers to have a set of rules they must follow. Pleasingly, 3 in 4 Australians agree that the role of Ad Standard is important.

The results also show that the Community Panel and general community strongly agree about depictions of discrimination, while views on sexual imagery are less clear cut with perspectives differing markedly by gender and age.

Along with the relevant provisions in the Code of Ethics, the Ad Standards Community Panel will consider these research insights and the latest community views when making future determinations.

A copy of the research report is available at adstandards.com.au.

Key findings:

- 1 in 3 Australians has seen advertising they found unacceptable
- 56% are concerned about the use of sexual appeal
- 49% of Australians are concerned about advertising targeting children
- 81% agree it is important for advertisers to have a set of rules they must follow
- 1 in 20 Australians has lodged a formal complaint about advertising
- 1 in 2 people is aware of Ad Standards
- 3 in 4 people agree the role of Ad Standards is important

The advertising codes and initiatives

In 2021 Ad Standards administered the following codes and initiatives:

1. AANA Code of Ethics

The Code of Ethics is the overarching code setting out standards that apply to advertising or marketing communication across any medium. It covers discrimination or vilification, exploitative or degrading sexual imagery, violence, sex, sexuality and nudity, language, health and safety, and distinguishable advertising. It also covers competitor complaints.

2. AANA Food and Beverages Advertising Code

The purpose of the Food and Beverages Advertising Code is to ensure that advertisers maintain a high sense of social responsibility in advertising and marketing food and beverage products in Australia in a manner that is legal, honest, truthful and reflects health and safety standards.

The Food and Beverages Advertising Code was updated in 2021 to include stronger protections for children and is underpinned by Australian Government food standards.

3. Australian Food and Grocery Council (AFGC) Responsible Children's Marketing Initiative (RCMI)

This initiative was replaced by the new Food and Beverages Code in November 2021.

4. AFGC Quick Service Restaurant Initiative (QSRI) for Responsible Advertising and Marketing to Children

This initiative was replaced by the new Food and Beverages Code in November 2021.

5. AANA Code for Advertising and Marketing Communications to Children

The purpose of the Advertising and Marketing Communications to Children Code is to ensure that Australian advertisers maintain a high sense of social responsibility in advertising and marketing to children. This code will be reviewed by the AANA in 2022.

6. AANA Environmental Claims Code

The purpose of the Environmental Claims Code is to ensure that advertisers develop and maintain rigorous standards when making environmental claims and to increase consumer confidence to the benefit of the environment, consumers and industry. This code will be reviewed by the AANA in 2022.

7. AANA Wagering Advertising and Marketing Communication Code

The purpose of the Wagering Advertising and Marketing Communications Code is to ensure that advertisers develop and maintain a high sense of social responsibility in advertising and marketing wagering products in Australia.

8. Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Motor Vehicle Advertising

The FCAI Code applies to motor vehicle advertising and provides guidance to advertisers around the portrayal of images, themes and messages relating to road safety.

Copy advice

Our copy advice service provides Australian advertisers with expert advice about the advertising codes.

The identification of potential issues early in the creative process minimises the risk of time and money being wasted on an advertising campaign that is likely to attract complaints and breach any of the code provisions.

Ad Standards received 24 requests for copy advice in 2021. Most issues raised related to the Code of Ethics.



Determination summaries

Ad Standards determination summaries are a useful resource for advertisers who are concerned their ad may breach the rules. These can be found on our website and provide insight into precedent cases which can help to identify potential issues.

Most complained about ads in 2021

1

0122-21**Crazy Domains – TV – Free-to-air**

Upheld (Code of Ethics: Section 2.6 - Health and Safety)
 This television ad showed a man urinating on the outside of a building.
 Number of complaints: 285

2

0089-21**Aussie Broadband – TV – Free-to-air**

Dismissed (Code of Ethics)
 This television adv shows people in their gardens using a hose. The words ‘freaking’ and ‘bloody’ are used.
 Number of complaints: 114

3

0276-21**Grill’d – TV – Free-to-air**

Upheld (Code of Ethics: Section 2.3 - Violence, Section 2.4 - Sex, sexuality & nudity)
 This television ad showed an animated clown in an alleyway standing facing two children and opening his trench coat to reveal toys.
 Number of complaints: 88

4

0224-21**Wisr – TV – Free-to-air**

Upheld (Code of Ethics: Section 2.6 - Health and Safety)
 This television ad showed a man standing behind a toaster with a fork in his hand. A voice over suggests he used the “smart part” of his brain to make a “good decision”, rather than using a fork to retrieve the burnt crumpet.
 Number of complaints: 86

5

0288-21**It’s Normal – TV – On demand**

Dismissed (Code of Ethics)
 This TV On Demand ad features a PE Teacher and Grandmother speaking to camera about adult toys.
 Number of complaints: 69

6

0147-21**Honey Birdette – TV – Out of home**

Upheld (Code of Ethics: Section 2.4 - Sex, sexuality & nudity)

This shopfront ad showed a woman wearing a black bra and a black collar and pulling on the collar.

Number of complaints: 59

7

0075-21**SA Police – TV-Free-to-air**

Dismissed (Code of Ethics)

This television ad follows a young man leaving a pub and driving home. We hear his self-reflective internal monologue as he drives, ending with the realisation that he is a ‘selfish prick’.

Number of complaints: 50

8

0191-21**Meat and Livestock Australia – TV – Free-to-air**

Dismissed (Code of Ethics)

This television ad shows two adult siblings at the dinner table competing over the last piece of beef.

Number of complaints: 41

9

0202-21**Asaleo Care (Libra) – TV – Free-to-air**

Dismissed (Code of Ethics)

This television ad features a jingle which says “wear, bleed, wash, repeat”.

Number of complaints: 29

10

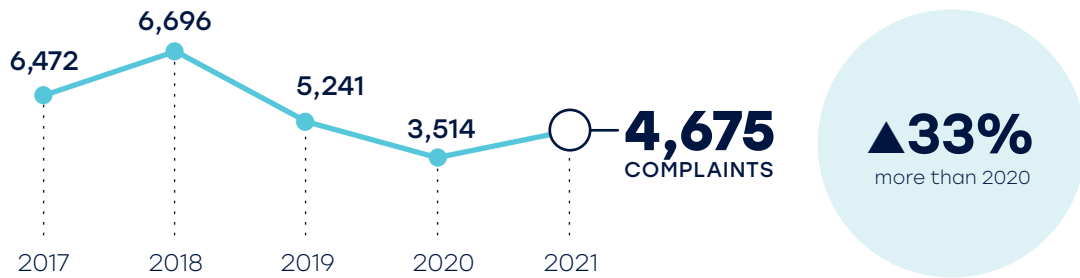
0073-21**IAG Insurance – TV – Free-to-air**

Dismissed (Code of Ethics)

This television ad features children discovering that trees have been marked for removal. The children put up signs to raise awareness that the trees are also the koala’s home.

Number of complaints: 17

Advertising complaints statistics



Complaints and our jurisdiction

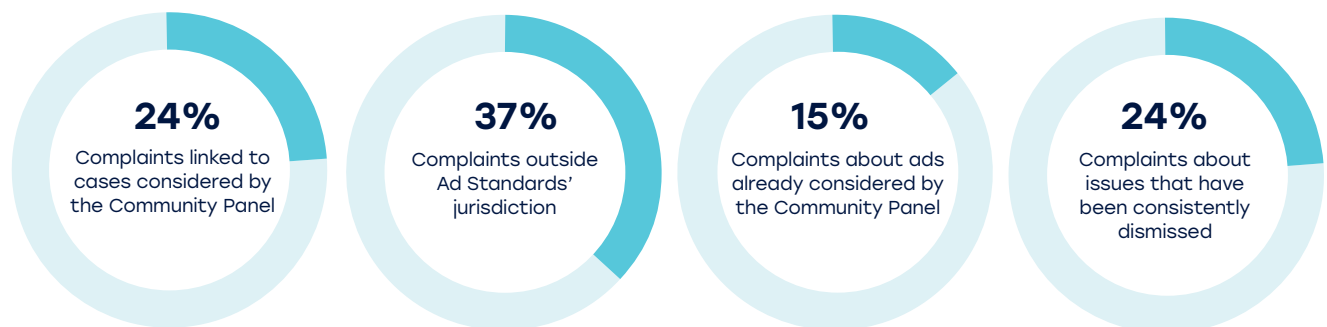
Almost one quarter (24 per cent) of all complaints received by Ad Standards were linked to cases considered by the Community Panel in 2021.

37 per cent of complaints (1,727) were about matters outside our jurisdiction, such as complaints about political 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.

Complaints about alcohol products are referred to ABAC (Alcohol Beverages Advertising Code Scheme) for consideration under the ABAC Responsible Alcohol Marketing Code.

15 per cent of complaints (686) were about ads that had already been considered by the Community Panel. Once the Community Panel has assessed an ad, any further complaints will generally not be considered for a period of five years.

A further 24 per cent of complaints (1,129) were processed as raising 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 a mild swear word. These complaints are first assessed by Ad Standards staff 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 though the Community Panel does not consider them.



What do people complain about?

In 2021, three quarters of all complaints considered by the Community Panel related to issues covered by the Code of Ethics. One quarter of complaints fell under other codes.

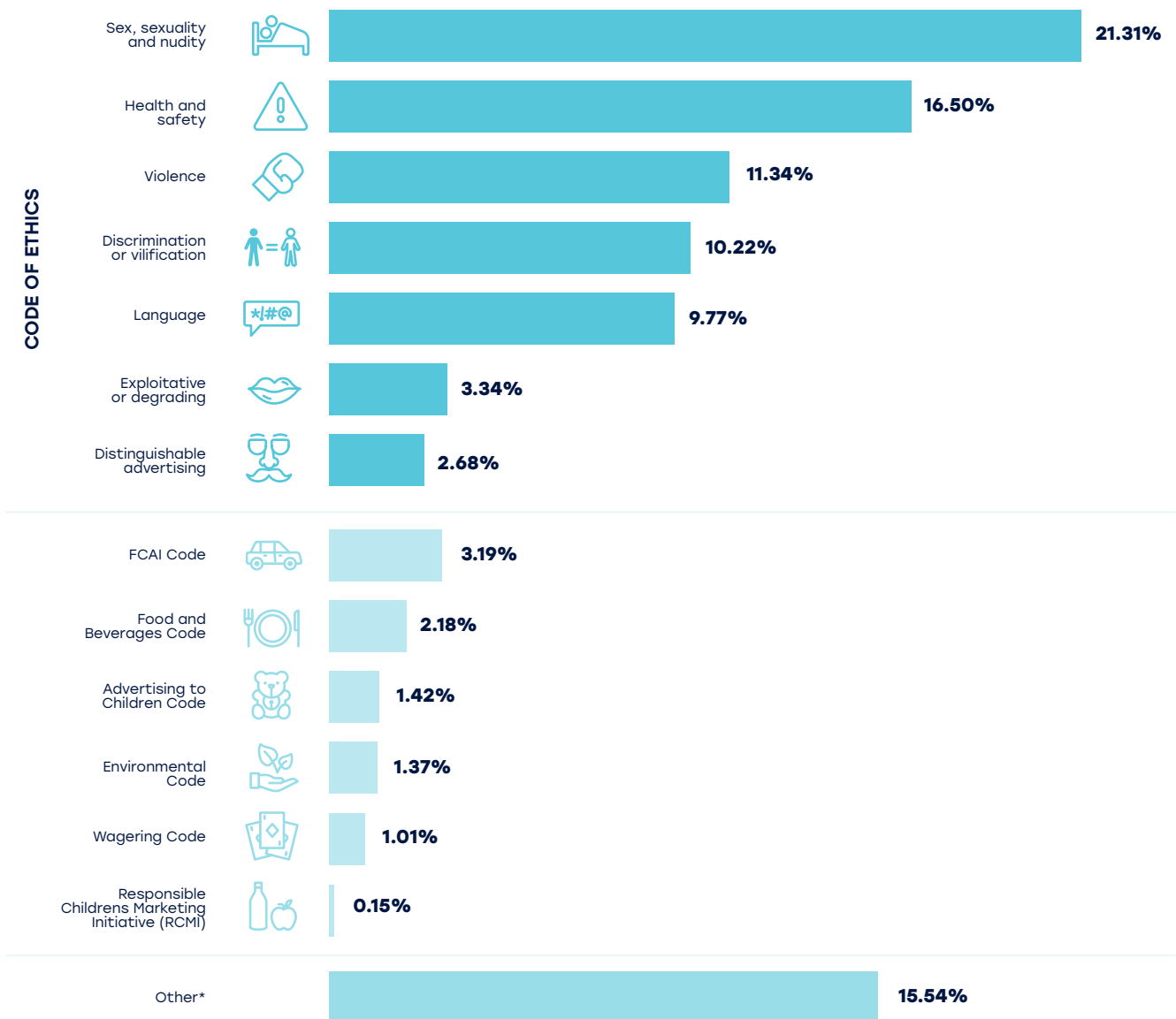
Complaints about sex, sexuality and nudity fell slightly (21 per cent compared to 32 per cent in 2020) but it was again the top issue of concern.

Complaints about health and safety doubled compared with 2020. This relates directly to the most complained about ad of 2021 which raised issues under the health and safety.

15.54 per cent of complaints were categorised as ‘other’ which refers to concerns like uncomfortable scenes in ads or ads that push the boundaries a little on social issues. An example is ads for sanitary products where complainants cite concerns of period-related visuals being uncomfortable to watch.

While low, complaints linked to the Environmental Claims Code are increasing year on year and almost tripled in 2021 from 0.45 per cent in 2020 to 1.37 per cent.

Issues attracting complaints in 2021 (%)



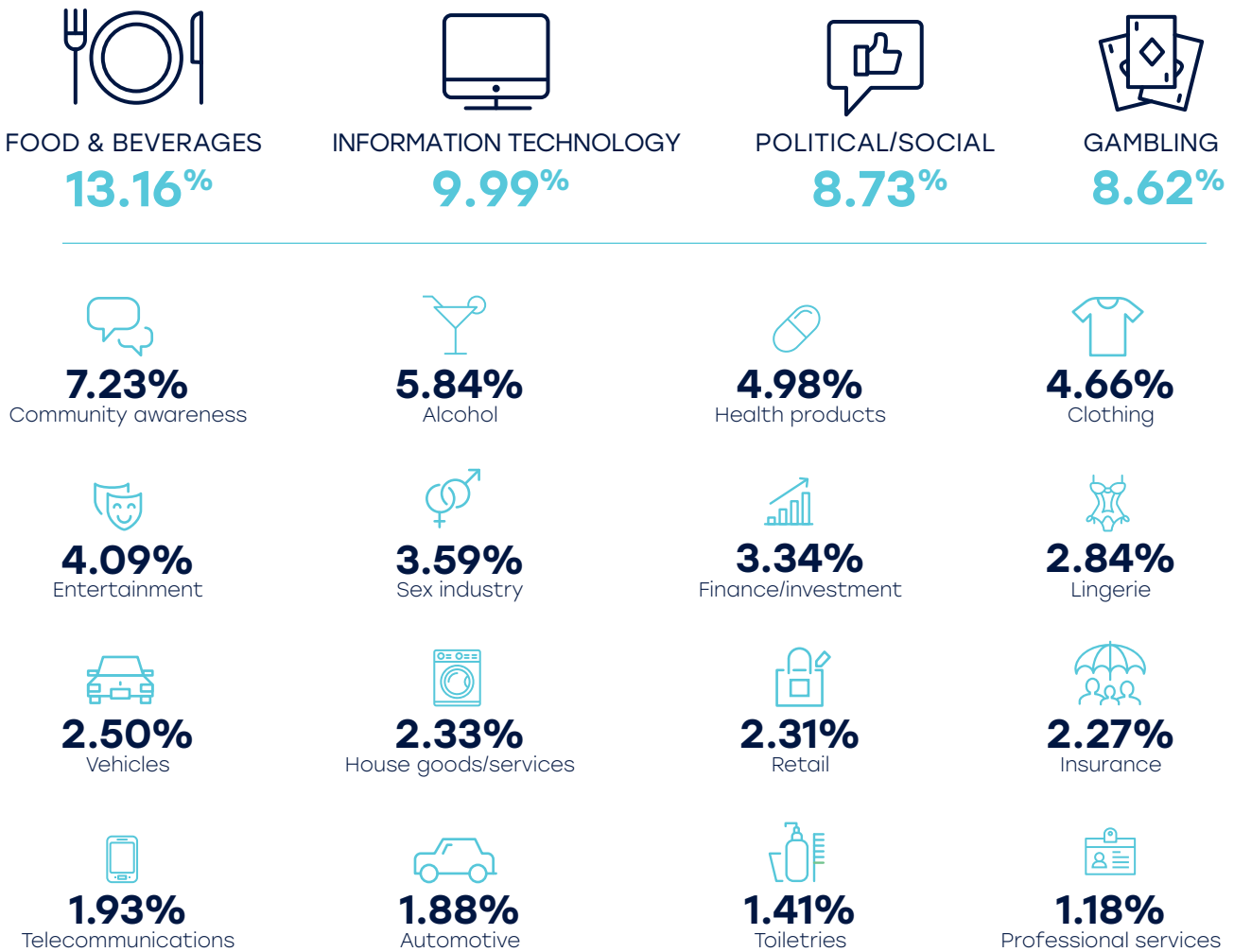
* Complaints that don't raise any issue under the advertising codes but have been linked to a case are categorised as 'Other'.

Most complained about product categories

Food and beverages was the most complained about category for the third year in a row accounting for 13 per cent of complaints. Information technology was the second most complained about product category following the two most complained about ads for 2021, attracting a combined 399 complaints, being for information technology services.

Complaints about political and social messaging increased significantly from 2 per cent in 2020 to almost 9 per cent in 2021. This may be reflect the increase in campaign activity related to the COVID-19 pandemic.

Most complained about product categories in 2021



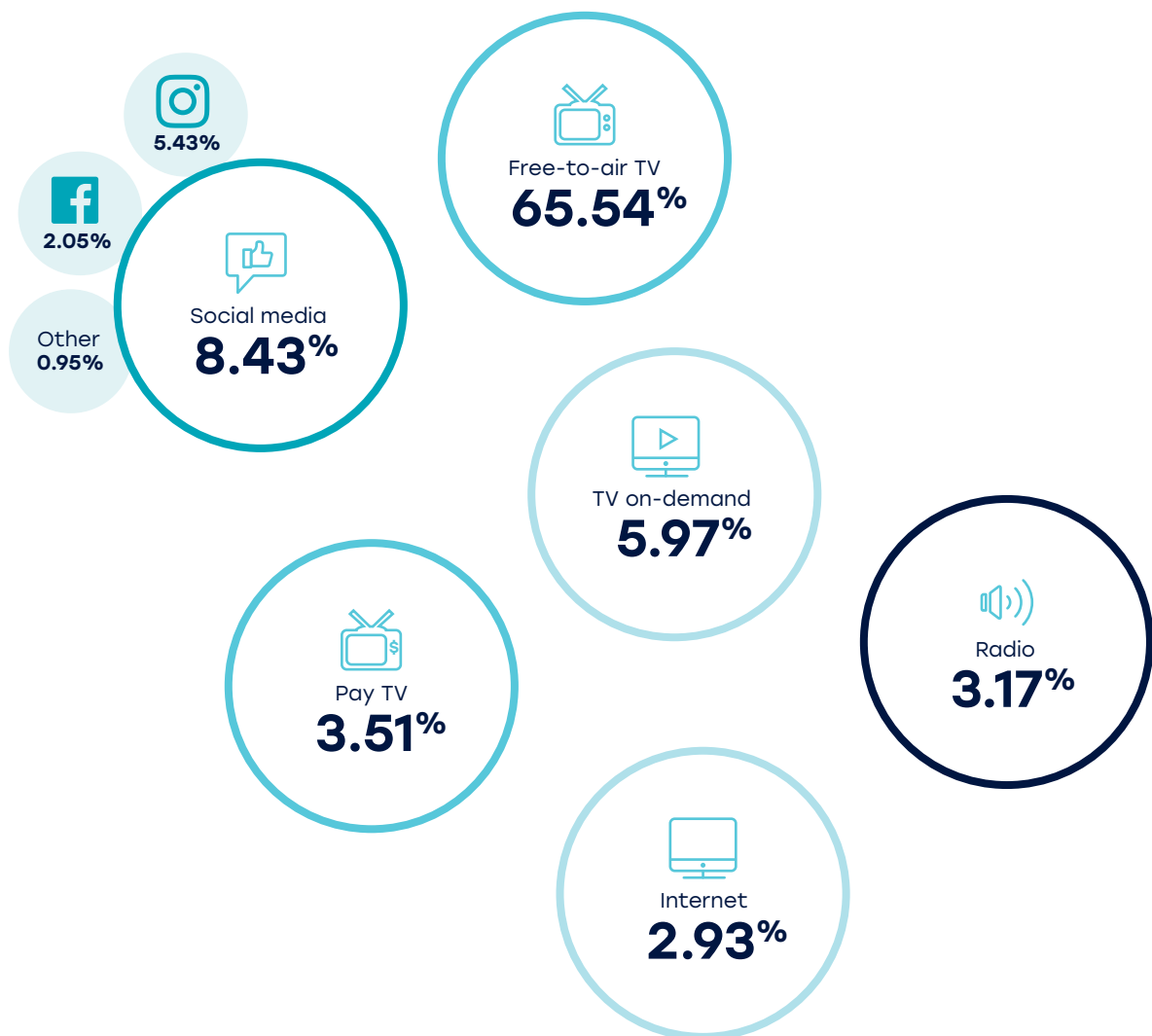
Which advertising mediums attract complaints?

While almost two-thirds of complaints in 2021 were about ads seen on free-to-air television, complaints about ads seen on this medium has declined in recent years from 71 per cent in 2019 and 66 per cent in 2020.

The number of complaints about advertising on social media is increasing each year and in 2021 made up a little more than 8 per cent of all complaints. Instagram is the most complained about social media platform followed by Facebook. This year the Community Panel also assessed ads which appeared on YouTube, TikTok and Twitch.

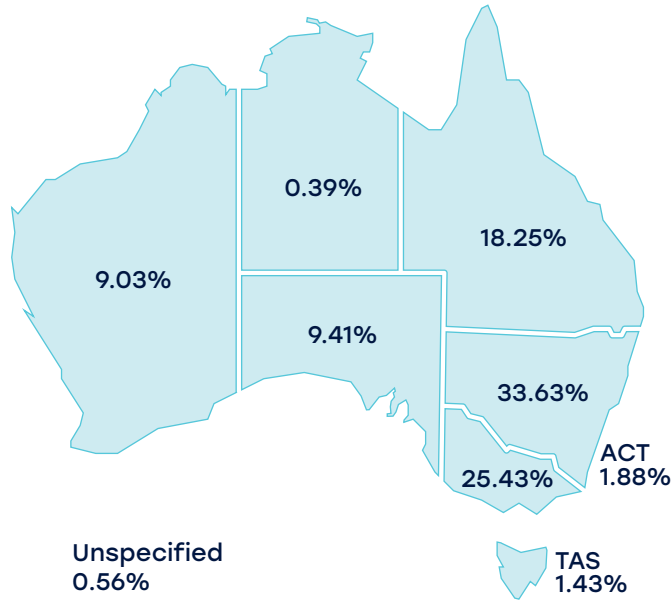
With Australians watching more content on catch-up services than ever before, complaints about ads seen on TV on-demand are increasing each year too. In 2021 this medium attracted almost 6 per cent of complaints.

Complaints by media in 2021

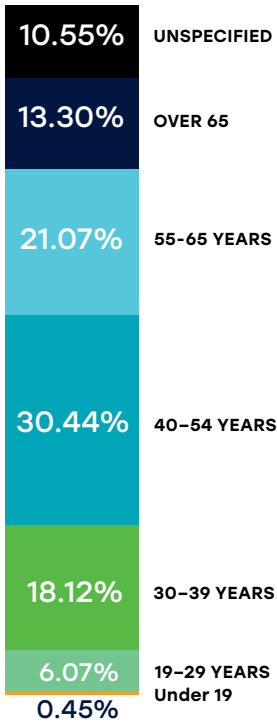


Who is complaining?

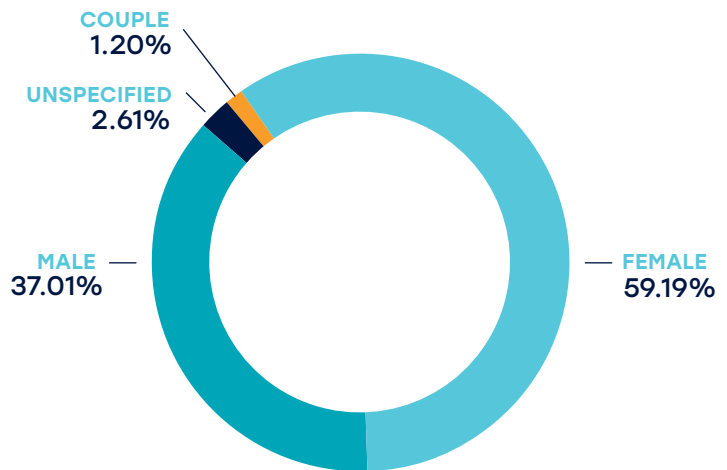
Location of complainants



Age of complainants



Gender of complainants



Case outcomes

Of the 361 cases raised by Ad Standards in 2021, 41 ads were voluntarily withdrawn from broadcast or publication by the advertiser before being assessed by the Community Panel. A further 5 cases were not put forward to the Panel for other reasons such as the campaign ceasing.

Of the 315 cases reviewed by the Community Panel, 85 ads were found to breach of one or more advertising codes. 32 ads were not modified or removed by the advertiser after review by the Community Panel. More than half of these were advertiser-controlled media (such as shopfront displays), others included social media posts or time limited social media stories.

There was 10 requests by advertisers or complainants for independent review in 2021. Of these, the Independent Reviewer recommended the Community Panel reconsider 9 cases. The Panel reversed its decision in 5 of these 9 cases.

Case outcomes in 2021



Measuring our impact

These tables show key statistics over the last five years (2017 to 2021). Data collated prior to 2017 (from 1998 to 2016) is available on the Ad Standards website.

ALLOCATION OF COMPLAINTS (No., by complaint)

	2017	2018	2019	2020	2021
Complaints within jurisdiction	3,035	2,708	2,152	1,181	1,133
Complaints outside jurisdiction	1,588	2,121	1,642	1,168	1,727
Complaints about already considered advertisements (current year)	1,165	916	769	323	418
Complaints about already considered advertisements (previous years)	359	412	230	265	268
Consistently dismissed complaints	234	502	448	577	1,129
Not allocated at 31 December	91	37	-	-	-
TOTAL	6,472	6,696	5,241	3,514	4,675

COMMUNITY PANEL DETERMINATIONS (No., by advertisement)

	2017	2018	2019	2020	2021
Upheld	85	85	58	69	85
Dismissed	447	403	310	284	230
Withdrawn before Community Panel determination	29	43	39	31	41
Not proceeding to Community Panel	30	23	8	8	5
TOTAL	591	554	415	392	361

ISSUES ATTRACTING COMPLAINT (%)

	2017	2018	2019	2020	2021
Code of Ethics Section 2.4 (Sex, sexuality & nudity)	14.59%	36.39%	16.37%	32.29%	21.31%
Code of Ethics Section 2.6 (Health & safety)	12.55%	4.83%	5.25%	7.96%	16.50%
Other	4.77%	3.72%	33.91%	4.43%	15.54%
Code of Ethics Section 2.3 (Violence)	12.57%	26.58%	15.78%	10.29%	11.34%
Code of Ethics Section 2.1 (Discrimination or vilification)	18.34%	8.66%	13.08%	15.43%	10.22%
Code of Ethics Section 2.5 (Language)	18.79%	7.09%	5.82%	5.59%	9.77%
Code of Ethics Section 2.2 (Exploitative or degrading)	9.06%	5.87%	5.96%	18.29%	3.34%
FCAI Code	0.60%	1.04%	0.85%	0.89%	3.19%
Code of Ethics Section 2.7 (Distinguishable advertising)	0.22%	0.41%	0.14%	0.45%	2.68%
Food and Beverages Code	0.97%	1.13%	1.56%	2.33%	2.18%
Advertising to Children Code	0.52%	0.50%	0.20%	0.45%	1.42%
Environmental Claims Code	0.05%	0.05%	0.34%	0.45%	1.37%
Wagering Code	6.66%	3.35%	0.31%	0.45%	1.01%
AFGC Responsible Childrens Marketing Initiative (RCMI)	0.11%	0.07%	0.17%	0.13%	0.15%
AFGC Quick Service Restaurant Resp Childrens Marketing Initiative (QSRI)	0.20%	0.32%	0.26%	0.58%	-
TOTAL	100%	100%	100%	100%	100%

PRODUCT CATEGORY BY CASE (%)

	2017	2018	2019	2020	2021
Food and beverages	24.01%	10.72%	18.43%	20.10%	17.98%
Lingerie	5.14%	7.28%	11.79%	6.27%	8.71%
Vehicles	1.86%	1.84%	5.90%	5.48%	7.87%
Entertainment	5.09%	8.96%	11.30%	10.18%	7.30%
Clothing	1.30%	1.52%	4.42%	5.22%	7.02%
Gambling	18.31%	23.12%	4.67%	3.66%	5.06%
Health products	0.84%	2.50%	2.95%	5.22%	5.06%
Alcohol	0.30%	0.79%	2.46%	4.70%	4.78%
Finance/investment	3.72%	1.71%	2.21%	1.57%	3.37%
Retail	1.42%	0.45%	2.21%	1.57%	3.37%
Automotive	12.71%	4.18%	2.70%	3.13%	3.09%
House goods/services	2.30%	1.50%	5.90%	3.66%	2.81%
Sex industry	1.51%	1.60%	4.42%	3.13%	2.81%
Community awareness	2.97%	3.57%	4.67%	3.66%	2.25%
Toiletries	-	1.55%	0.98%	3.39%	2.25%
Insurance	4.72%	19.91%	2.70%	3.92%	1.97%
Information technology	0.07%	0.08%	0.25%	1.04%	1.69%
Other	0.09%	0.03%	0.25%	0.26%	1.69%
Professional services	0.84%	0.81%	2.21%	1.83%	1.69%
Travel	0.44%	1.86%	3.69%	2.35%	1.69%
Leisure and sport	8.41%	4.41%	0.74%	1.04%	1.12%
Toys and games	0.23%	0.05%	0.25%	0.78%	1.12%
Beauty salon	0.07%	0.08%	0.49%	0.52%	0.84%
Hardware/machinery	0.14%	0.18%	0.49%	1.83%	0.84%
Telecommunications	0.35%	0.11%	1.23%	1.31%	0.84%
Media	0.12%	0.08%	0.49%	0.52%	0.56%
Mobile phone/SMS	0.05%	0.16%	0.25%	0.78%	0.56%
Slimming	0.07%	-	0.74%	1.04%	0.56%
Tourist attractions	2.63%	-	-	0.52%	0.56%
Education	0.02%	0.13%	0.25%	0.26%	0.28%
Real estate	0.21%	0.84%	0.98%	0.52%	0.28%
Employment	0.02%	-	-	0.26%	-
Office goods/services	-	0.00%	0.26%	-	-
Religion/beliefs	0.02%	-	0.00%	0.26%	-
TOTAL	100%	100%	100%	100%	100%

PRODUCT CATEGORY BY COMPLAINT (%)

	2017*	2018*	2019*	2020	2021
Food and beverages				22.23%	13.16%
Information technology				0.88%	9.99%
Political/social message				2.39%	8.73%
Gambling				5.49%	8.62%
Community awareness				6.43%	7.23%
Alcohol				5.75%	5.84%
Health products				7.91%	4.98%
Clothing				3.59%	4.66%
Entertainment				4.04%	4.09%
Sex industry				3.98%	3.59%
Finance/investment				1.91%	3.34%
Lingerie				2.31%	2.84%
Vehicles				2.11%	2.50%
House goods/services				4.35%	2.33%
Retail				1.65%	2.31%
Insurance				2.45%	2.27%
Telecommunications				1.20%	1.93%
Automotive				9.79%	1.88%
Toiletries				2.59%	1.41%
Professional services				1.08%	1.18%
Media				0.85%	1.07%
Leisure and sport				1.17%	0.92%
Mobile phone/SMS				0.60%	0.77%
Other				0.00%	0.68%
Travel				0.54%	0.56%
Beauty salon				0.28%	0.49%
Real estate				1.31%	0.49%
Hardware/machinery				0.51%	0.41%
Toys and games				0.51%	0.34%
Tourist attractions				0.46%	0.32%
Religion/beliefs				0.60%	0.28%
Slimming				0.37%	0.26%
Education				0.37%	0.24%
Employment				0.23%	0.19%
Bars and clubs				0.09%	0.11%
TOTAL				100%	100%

* This information was not collected prior to 2020.

ANALYSIS OF CASES BY MEDIA (%)

	2017	2018	2019	2020	2021
TV - Free-to-air	79.06%	76.39%	71.33%	38.90%	36.24%
Internet - social media	2.49%	2.61%	3.99%	15.93%	23.59%
TV - On demand	-	-	1.79%	7.05%	8.43%
TV - out of home	-	-	0.65%	1.31%	5.34%
Internet	2.93%	2.15%	1.67%	5.48%	4.21%
TV - Pay	3.81%	3.02%	3.40%	5.22%	4.21%
Poster	4.62%	2.76%	2.82%	5.22%	3.37%
Radio	1.37%	1.67%	2.43%	4.44%	2.81%
Email	-	-	0.36%	1.57%	2.25%
Transport	1.12%	1.85%	2.05%	2.61%	2.25%
App	-	-	-	3.13%	1.69%
Billboard	2.28%	4.26%	4.03%	2.09%	1.69%
Billboard - Digital	-	-	-	1.57%	0.84%
Outdoor	0.33%	0.60%	1.26%	1.83%	0.84%
Print	0.51%	0.49%	0.78%	1.57%	0.84%
Mail	0.42%	0.33%	0.23%	0.26%	0.56%
Billboard - Mobile	-	-	-	0.26%	0.28%
Cinema	0.12%	0.40%	0.34%	0.26%	0.28%
Promotional material	-	-	1.62%	1.31%	0.28%
Other	0.95%	3.46%	1.24%	-	-
TOTAL	100%	100%	100%	100%	100%

ANALYSIS OF COMPLAINTS BY MEDIA (%)

	2017*	2018*	2019*	2020	2021
TV - Free-to-air				66.62%	65.54%
Internet - social media				7.09%	8.43%
TV - On demand				5.41%	5.97%
TV - Pay				5.09%	3.51%
Radio				2.90%	3.17%
Internet				2.36%	2.93%
TV - out of home				0.40%	1.90%
Poster				2.25%	1.18%
Billboard				1.48%	1.03%
Print				0.80%	0.90%
Promotional material				0.34%	0.81%
Email				0.63%	0.68%
Mail				0.26%	0.64%
Packaging (alcohol)				0.57%	0.58%
Transport				1.02%	0.53%
Billboard - Digital				0.80%	0.49%
Outdoor				0.71%	0.49%
App				0.60%	0.45%
SMS				0.17%	0.36%
Cinema				0.11%	0.17%
Billboard - Mobile				0.34%	0.11%
Flying banner				0.03%	0.06%
Stadium/arena				0.03%	0.04%
Billboard - Interactive				-	0.02%
TOTAL				100%	100%

* This information was not collected prior to 2020.

CONSISTENTLY DISMISSED COMPLAINTS (No.)

	2017	2018	2019	2020	2021
Consistently dismissed issue	26	158	83	180	517
Consistently dismissed language	91	110	103	65	208
Unlikely interpretation	57	134	129	163	206
Same advertisement different media	12	21	6	44	83
Product name	2	7	4	8	36
Incorrect about content	11	15	18	14	25
COVID-19	-	-	-	31	23
Not of concern to broad community	4	23	22	12	12
Lingerie advertising	-	-	29	49	10
Multicultural community	19	13	15	4	4
Images of food	5	4	6	4	4
Food/beverage logos	-	-	-	2	1
Stereotypical depictions	4	17	33	1	-
TOTAL	231	502	448	577	1129

REASON COMPLAINT DID NOT PROCEED TO A CASE (No.)

	2017	2018	2019	2020	2021
Political/Social issues	48	188	114	95	401
Gambling product - timing TV	201	238	126	96	207
Misleading, truth and accuracy (not food)	116	156	131	138	156
ABAC Only	43	84	72	108	141
Not S2 - general	82	89	142	129	114
Not an ad - general	52	60	80	95	82
Tasteless advertising	2	198	244	65	82
Advertisement withdrawn/discontinued before case established	50	42	2	34	77
Insufficient information to identify ad - general	69	91	58	47	61
disagree with content	189	130	140	77	54
inappropriate behaviour	10	79	50	28	35
Not current ad	-	-	-	-	34
Promotion TV and radio	19	45	21	26	30
Product or service - general	31	75	33	39	29
not discrimination	18	28	31	8	28
Not S2- not Wagering Code	-	8	8	5	26
personal issue	27	39	23	27	22
Too many ads	20	5	18	10	21
freedom of speech	35	11	2	13	17
Therapeutic Goods	5	14	14	9	17
Business practices unethical	2	6	8	5	14
Not an ad - food packaging	-	3	3	1	10
Unsolicited mail and products	4	10	6	-	10
Legality	20	35	31	9	8
dislike advertising	7	28	36	14	6
Dislike of Advertising - Lingerie products	-	-	18	1	5
Insufficient information to identify ad - Honey Birdette	-	-	5	2	4
Loud ads	3	3	9	6	4
Programming and content	7	287	6	2	4
Unfortunate Placement - horror movies	-	-	47	7	4
use of a personality	3	7	4	7	4
Subliminal advertising	8	4	4	6	3
Timing - TV	17	51	63	20	3
Editorial	8	10	2	4	3
ADMA	-	4	2	5	2
Gambling during live sport	-	-	7	1	2
use of Children	-	9	4	2	2
ACMA	16	3	7	9	1
Ad Standards/ASB Industry Jury/Claims Board competitor	1	-	-	-	1
Motor vehicle - RHS road	2	4	7	-	1
Overseas complaint	7	14	12	1	1
Withdrawn - complainant	2	5	4	4	1
Competition coupons	1	-	-	-	-
Ad not broadcast in Australia	14	16	6	1	-
Ad Standards (ASB) complainant dissatisfied	9	10	13	1	-
Dislike of advertising - AMI radio ads	3	1	-	-	-
Dislike of advertising - AMI TV ads	-	-	-	-	-

	2017	2018	2019	2020	2021
Dissatisfied - Ad Standards/ASB ineffective enforcement	-	-	3	2	-
Gambling odds in commentary	3	-	1	-	-
grammar in advertisements	2	3	1	2	-
Outside Charter -political - same sex marriage	390	-	-	-	-
Overseas website with no Aust connection	1	-	-	-	-
Predominantly men or women	-	-	6	-	-
Product or service - food	1	-	1	-	-
Product or service - on radio	1	2	-	-	-
Prohibited online content	1	-	1	-	-
RCMI - not an ad in media	-	-	1	-	-
Timing - cinema	2	5	2	-	-
Timing - radio broadcast	2	1	-	1	-
Tobacco advertising	3	2	-	1	-
unfortunate placement	5	5	4	3	-
Unfortunate Placement -YouTube	-	-	1	-	-
Wicked Campers - dislike of advertising	-	2	-	-	-
Wicked Campers - need for detailed information	2	11	8	2	-
TOTAL	1,564	2,121	1,642	1,168	1,727

AGE RANGE OF COMPLAINANTS (%)

	2017	2018	2019	2020	2021
40 - 54	34.64%	30.76%	34.90%	32.20%	30.44%
55 - 65	23.69%	28.69%	21.39%	19.13%	21.07%
30 - 39	19.69%	17.17%	19.56%	19.31%	18.12%
> 65	5.70%	7.74%	8.15%	12.47%	13.30%
Unspecified	6.55%	7.50%	8.74%	9.62%	10.55%
19 - 29	8.31%	6.93%	6.30%	6.45%	6.07%
< 19	1.42%	1.21%	0.97%	0.82%	0.45%
TOTAL	100%	100%	100%	100%	100%

GEOGRAPHIC SOURCE OF COMPLAINTS (%)

	2017	2018	2019	2020	2021
NSW	31.13%	33.17%	32.82%	29.27%	33.63%
VIC	28.14%	23.42%	23.81%	26.79%	25.43%
QLD	19.67%	24.73%	20.11%	19.73%	18.25%
SA	7.56%	7.39%	9.20%	9.02%	9.41%
WA	8.76%	7.50%	8.47%	10.38%	9.03%
ACT	2.01%	1.93%	2.39%	2.45%	1.88%
TAS	1.84%	1.15%	1.58%	1.69%	1.43%
Unspecified	0.45%	0.51%	1.26%	0.12%	0.56%
NT	0.45%	0.21%	0.36%	0.54%	0.39%
TOTAL	100%	100%	100%	100%	100%

GENDER OF COMPLAINANTS (%)


	2017	2018	2019	2020	2021
Female	63.81%	64.01%	66.02%	58.63%	59.19%
Male	34.29%	33.36%	31.64%	33.84%	37.01%
Unspecified	0.29%	1.54%	0.97%	6.20%	2.61%
Couple	1.61%	1.09%	1.37%	1.33%	1.20%
TOTAL	100%	100%	100%	100%	100%

METHOD OF COMPLAINT (%)

	2017	2018	2019	2020	2021
Online	93.42%	92.16%	91.49%	92.77%	90.90%
Referral from Free TV or Commercial Radio	-	-	-	6.36%	7.84%
Post	6.58%	7.41%	7.31%	0.84%	1.24%
Fax	-	0.43%	1.20%	0.03%	0.02%
TOTAL	100%	100%	100%	100%	100%

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