

Advertising self-regulation in Australia

What is it and why is it important?

Self-regulation in advertising means that advertisers follow a set of rules created by the industry. The system promotes responsible advertising, protects consumers and provides a way for Australians to have a say about the ads they see and hear.

Industry funded

Advertisers support the self-regulation system by paying a levy of 0.05% on advertising spend.



Independent decision making

Ad Standards handles advertising complaints and ensures independent complaint resolution through an independent Community Panel.

The self-regulation system

Voluntary compliance

Advertisers voluntarily comply with the rules and Community Panel decisions. Industry bodies and media owners also support compliance.



The codes

The advertising industry codes set the bar for responsible advertising across all media platforms, aligning with global best practices.



Find out more at
adstandards.com.au

- [AANA Code of Ethics](#)
- [AANA Environmental Claims Code](#)
- [FCAI Motor Vehicle Advertising Code](#)
- [AANA Children's Advertising Code](#)
- [AANA Food & Beverage Advertising Code](#)
- [AANA Wagering Advertising Code](#)