

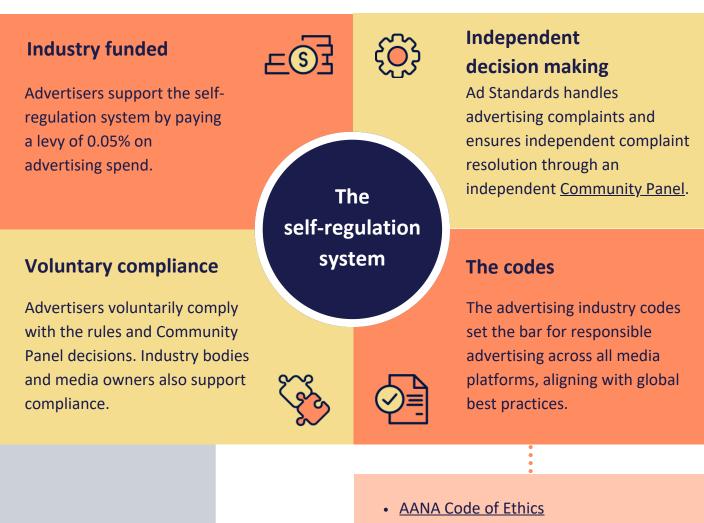
Find out more at

adstandards.com.au

## 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.



- <u>AANA Environmental Claims Code</u>
- FCAI Motor Vehicle Advertising Code
- <u>AANA Children's Advertising Code</u>
- <u>AANA Food & Beverage Advertising Code</u>
- <u>AANA Wagering Advertising Code</u>