

The advertising codes at a glance



Ad Standards accepts complaints that raise issues under any of the six advertising industry codes. These codes apply to advertising and marketing in any medium.

Ad Standards advice service

For expert advice about the advertising codes at any stage in the campaign development process, use our advice service. It's fast, low-cost and can help you to avoid potential problems. Visit [our website](#) to find out more.

<p>AANA Code of Ethics</p> 	<p>AANA Food and Beverages Advertising Code</p> 	<p>AANA Children's Advertising Code</p> 	<p>AANA Environmental Claims Code</p> 	<p>AANA Wagering Advertising Code</p> 	<p>FCAI Voluntary Code of Practice for Motor Vehicle Advertising</p> 
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The [AANA Code of Ethics](#) is the flagship advertising industry code. It requires all advertising on all mediums to align with prevailing community standards in relation to:

- Discrimination or vilification
- Exploitative or degrading sexual imagery
- Violence
- Sex, sexuality and nudity
- Language
- Health and safety
- Distinguishable advertising.

This code also provides an avenue to resolve competitor complaints about misleading and deceptive advertising.

The [AANA Food and Beverages Advertising Code](#) applies to all food and non-alcoholic beverage advertising.

Summary of requirements:

- Must not mislead or deceive
- Must not undermine a healthy and active lifestyle
- Health and nutrient claims must be supported by evidence
- Advertising for occasional food and beverage products cannot target children.

The [AANA Children's Advertising Code](#) came into effect on 1 December 2023 and applies to all advertising that targets children.

Summary of requirements:

- Must not contravene prevailing community standards
- Must not mislead or deceive
- Must not employ sexual appeal or images that cause distress
- Must not undermine judgment of parents
- Must not use popular characters / celebrities.

The [AANA Environmental Claims Code](#) applies to any environmental claims made in advertising.

Summary of requirements for environmental claims:

- Truthful & factual
- Offer a genuine benefit to the environment
- Claims can be substantiated.

Currently under review

The [AANA Wagering Advertising Code](#) applies to all advertising for wagering services.

Summary of requirements:

- Must not target or depict people aged 18 – 24
- Must not portray wagering in combination with alcohol consumption
- Must not state or imply a promise of winning
- Must not portray or encourage participation as a means of increasing sexual success, or relieving financial or personal difficulties
- Must not encourage peer pressure or excess participation.

The [Federal Chamber of Automotive Industries \(FCAI\) Voluntary Code of Practice for Motor Vehicle Advertising](#) applies to all motor vehicle advertising.

Summary of requirements:

- Must not portray unsafe or illegal driving
- Must not portray deliberate or significant environmental damage
- Use of motor sports must be clearly identifiable
- Off-road driving must be safe and not encourage excessive speed.