

## **Ad Standards Community Panel recruitment**

### **Frequently asked questions**

#### **Who is Ad Standards looking for?**

It is important that the Community Panel represents wider community attitudes and standards.

We hope to attract a diverse group of ordinary Australians.

The current Community Panel includes a range of age groups and backgrounds and is gender balanced. View the [current members of the Community Panel](#).

#### **Is there any person or group of people in which Ad Standards would be less interested?**

Community Panel members should not be employed in the advertising or marketing industry or represent any particular consumer or interest group.

#### **How long is appointment to the Community Panel?**

Community Panel members will be appointed for an initial 12 month period.

#### **How are successful applicants chosen?**

We want to ensure that the Community Panel, as much as possible, represents the diversity of Australian society.

In selecting new members we will consider your background, experience in the community and ability to work as part of a diverse team.

Suitable candidates will also be asked to participate in an interview.

#### **When would a successful applicant be appointed?**

We anticipate new members would commence in late 2024.

#### **What does the Community Panel do?**

Ad Standards is a non-government self-regulatory body which accepts complaints from the public about advertising on any media.

After processing within Ad Standards, complaints about the content of an ads are forwarded to the Community Panel for adjudication according to various codes. The Community Panel considers whether an ad would be acceptable to the general community considering the ad content and the provisions of the codes.

### **What are Community Panel members expected to do?**

Community Panel members are expected to:

- become familiar with the advertising codes and practice notes and any other relevant information
- carefully read and consider complaint information sent to them prior to each meeting that they attend
- take an active part in Community Panel meetings at which determinations are made
- attend meetings as required by Ad Standards
- attend two training days each year.

Each month, one Community Panel member is appointed chair for the two meetings of that month.

### **Are Community Panel members paid?**

Payment is in the vicinity of \$500 per meeting. Members can expect to attend 10-12 meetings per year.

### **Where and when does the Community Panel meet?**

Community Panel meetings are held twice a month. They take place via video conference and are generally scheduled in middle of the day, lasting about 2 hours.

Face-to-face meetings or training days are usually held in Sydney. Travel and any accommodation costs for members based outside Sydney are provided at economy rates.

A roster is provided to allow Community Panel members to plan ahead.

### **Is there any training provided to new Community Panel members?**

Training is provided at the beginning of and regularly throughout a Community Panel member's tenure.

### **How much other time is required for reading and meeting preparation?**

Preparation time will vary between meetings. On average it takes about 1-2 hours per meeting to review materials. Community Panel members have up to a week to prepare before the meeting.

Each month, one Community Panel member is appointed Chair for the two meetings held that month. The Chair has additional responsibilities that may take an additional 2 - 3 hours before and after each meeting.