



Ms Caroline Le Couteur MLA
Chair, Standing Committee on Planning and Urban Renewal
GPO Box 1020
CANBERRA ACT 2601
Email: Annemieke.Jongsma@parliament.act.gov.au

28 June 2017

Dear Ms Le Couteur

AANA submission – Inquiry into billboards

Thank you for the opportunity to make a submission to the Inquiry into billboards for advertising in the ACT.

The AANA is the peak body for advertisers in Australia and has represented national advertisers for over 85 years. It represents the common interests and obligations of companies across all business sectors involved in the advertising, marketing and media industry. It also protects the rights of consumers by helping to ensure advertising and marketing communication is conducted responsibly, including through its development and administration of industry codes and the overall self-regulatory system.

AANA Codes

The AANA's self-regulatory system applies to all advertisers and marketers in Australia, regardless of AANA membership. It is also platform neutral and applies in the same way to traditional advertising, outdoor, online and social media.

The AANA self-regulatory system provides Codes that reflect community standards in relation to the regulation of advertising and marketing and have evolved following public consultation. Complaints about advertising are directed to the Advertising Standards Bureau ("ASB") which administers the operation of a panel of independent adjudicators, who comprise the Advertising Standards Board ("Board").

The platform neutral self-regulatory model provides for the ASB to receive all complaints without the consumer having to consider the medium, or location, in which the relevant advertisement appeared. Brand owners who are found in breach of the standards are required to remove or amend the relevant marketing material, irrespective of the platform.

The self-regulatory system, including complaints handling, operates at no cost to the consumer or to government. The system came into operation in 1997 following extensive consultations with advertisers, agencies, media, consumer groups and government representatives. It is recognised through inclusion in other self and co-regulatory systems, and all major media owners have agreed to support the determinations of the Board. Compliance with Board determinations is over 99%.



Support for OMA submission

The Outdoor Media Association (OMA) is the peak national industry body representing most of Australia's OOH media display and media production companies, as well as some media display asset owners. The AANA supports the submission made by the OMA and stresses the platform neutral application of the AANA Codes, which cover outdoor advertising in the same way as other media.

For the purposes of advertising in public places, the Board recognises the broad audience of the material, which may include minors, and takes this into account when applying prevailing community standards. The Standing Committee can be confident that any outdoor advertising permitted in the ACT will be subject to appropriate advertising standards and should any breach of the AANA Codes occur, the material will be required to be removed.

If you wish to discuss this submission further please feel free to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Simone Brandon', is written over a thin horizontal line.

Simone Brandon
Director of Policy & Regulatory Affairs