



Media Release
For Immediate Release

AANA MOVES TO ‘FUTURE-PROOF’ SELF-REGULATORY SYSTEM

14 May 2018 - The Australian Association of National Advertisers (AANA) confirmed today that the boards of the AANA and the Advertising Standards Bureau (ASB) have been examining structural options to achieve better governance oversight and more efficient operation of the ASB, while ensuring that its effectiveness is not impinged.

On 2 May, at a joint board meeting of the AANA and Advertising Standards Bureau (ASB), the unanimous decision was taken to amalgamate the AANA and ASB boards. At the AANA’s annual general meeting in November, a single board made up of the AANA’s advertiser members, the wider advertising ecosystem and the community will be elected.

“These changes will reduce complexity and cost and, most importantly, will have no impact whatsoever on the independence and transparency of Ad Standards complaints and adjudication processes, which will continue to be administered independently of the AANA secretariat, by its own chief executive and staff,” the AANA’s Chair, Matt Tapper said.

The AANA, which set-up the current self-regulatory system in 1998, said this was the first stage in a series of moves to ‘future proof’ the self-regulatory system. It now intends to embark on formal consultations with industry participants to evolve the self-regulatory funding system to meet its future needs. These discussions will involve the AANA’s advertising members, the Media Federation of Australia (MFA) and media and digital platform providers.

“Advertisers supporting the self-regulatory system voluntarily pay a small levy on their media spend which is collected on their behalf by MFA media agencies. This levy funds the independent adjudication system. To date, this mechanism has served us very well.

“However, the increasing migration of advertising to the digital space has led to more advertising content and hence increased the workload and operating costs of Ad Standards. At the same time, there is a growing trend for advertisers to pay major publishers and digital platforms directly and that has the potential to significantly lessen the funding for self-regulation through the current collection mechanism.

“This is a global challenge, so the AANA will also actively engage with its counterparts overseas to help develop alternative funding models. This is a long-term project but given the future media landscape it is only sensible to commence formal discussions now,” Mr Tapper said.

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For further information:
Res Publica, Gabriel McDowell
E: gmcowell@respublica.com.au | M: +61 417 260 918

About the AANA: For 90 years the AANA has represented Australia’s largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$15 billion a year. On behalf of our members, the AANA’s mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.