

Setting industry standards

**Your choice – self-regulation
or more government red tape?**

“For the price of just one 30 second t.v. spot, national advertisers can be part of the AANA that is protecting their access to media and their freedom of commercial expression. There is power in unity, and the benefits go well beyond industry protection.”

Ian Alwill, Director
Group Marketing & Communications,
Nestle Australia Limited



“It is becoming increasingly evident that the coordinated campaign against food advertising is also a campaign against the legitimacy of commercial communications...”

Stephen Loerke
Managing Director
World Federation of Advertisers



Why should you care about industry self regulation?

Because the alternative is more onerous government red tape and black-letter law.

Having established Australia’s Advertising Standards Bureau and Board, AANA works hard to ensure our approach to self-regulation continues to qualify as world’s best practice.

By closely monitoring community standards, AANA is able to act before governments intervene.

- AANA is the recognised authority on developing self regulatory Codes for advertisers.
- AANA Codes cover ethics and practices such as marketing to children, as well as products ranging from food & beverages to alcohol. New opportunities for self-regulation are constantly under review.
- AANA expertise in code development is made available to other industries and the Advertising Standards Bureau and Board currently adjudicate on several industry codes.
- AANA is best positioned to respond effectively to evolving community standards in relation to all forms of advertising and marketing communication.
- AANA can also facilitate the resolution of business to business advertising claims disputes by referral to the Advertising Claims Board, established as an alternative to costly court actions.
- AANA has introduced a copy advice service, providing advertisers and their agencies a pre-production means of ensuring their advertising and marketing communications materials meet the intent of all existing codes.

But to be truly effective, self regulation requires industry wide participation, and that includes you!

