

**Advertising:
what's the next threat?**

"As a national advertiser, the Commonwealth Bank values the efforts of the AANA to protect our right to commercial free speech. As one of the most heavily regulated industries, it is in the interests of all financial services companies to get behind the AANA and help promote self regulation of advertising."

Mark Buckman
Executive GM
Branding, Marketing & Advertising

CommonwealthBank 

"The political lobbying of the AANA has increased significantly over the past few years and thankfully so given the influx of threats facing the market. The AANA has become a powerful force in this area, working to protect the interests not only of its members, but the larger community as well. Without this role I would fear that all sectors of the communications industry would suffer without having the strength of voice from the investors that contribute so much to our economy."

Carol Morris
Executive Officer
Media Federation of Australia

 **media federation**
of australia

Why do Advertisers need a Political Voice?

Because never before have advertisers been under greater threat from political forces and special interests hostile to their business.

AANA is the political champion of Australia's advertisers, protecting their right to responsible free speech. We carry the fight to the corridors of Federal and State Governments and remain the first point of contact for politicians, regulators and media commentators regarding advertising practices.

It's an advocacy role AANA undertakes proudly and effectively as the voice of Australian advertisers for over 80 years, and the results speak for themselves:

- AANA maintains an active lobbying presence both federally and at the state level, continuously monitoring the regulatory environment.
- AANA leverages the combined power of Australia's major advertisers, saving them the cost, the complexity and the risk to their own brands.
- AANA intervenes at the earliest stages of the law-making process to argue against new restrictions on advertising—with a success rate contributing to a degree of freedom of commercial speech envied in many parts of the world.
- AANA founded the Advertising Standards Bureau and continues to advance advertising self-regulation as a credible alternative to government regulation, affording speedy, independent resolution of complaints, a benefit to consumers as well as advertisers.
- AANA promotes the economic and social benefits of advertising & marketing communication and is the recognised authority on freedom of commercial expression.
- AANA develops advertising codes and guidelines, making us the authority on responsible advertising & marketing practice.
- AANA administers a number of industry forums as a means of promoting discussion, understanding, and coordinated action across the commercial communication industry.

Add your company's voice and strengthen ours!

 **AUSTRALIAN
ASSOCIATION
OF NATIONAL
ADVERTISERS**