

RESPONSIBLE ADVERTISING PROMISED BY MARKETERS —Peak Body Ready To Engage ‘At All Levels’

A recommitment to responsible advertising and marketing communications with particular regard to children has been made by the peak marketing industry body, the Australian Association of National Advertisers.

The AANA has taken this action “in the public interest” while a draft of new Children’s Television Standards is under public review.

The Australian Communications and Media Authority [ACMA] released its draft CTS documentation last week for public comment prior to finalisation. Submissions are due by October 17 2008.

The AANA has described the ACMA review as “rigorous but reasonable,” with Chairman Alwill saying it included the most thorough investigation anywhere in the world of the relationship between advertising and health consequences for children.

“Our representation on the World Federation of Advertisers keeps us abreast of international activity, and I can say without doubt that the job done by ACMA in considering advertising effects on children is second to none at any time anywhere,” said the AANA Chairman.

“The rigour of the examination was as testing as their dedication to evidence-based considerations was impressive.”

ACMA found insufficient evidence to support the advertising restrictions called for by various advocacy groups.

“We are ready to work with the government and advocacy groups in ensuring advertising and marketing communications remain responsible, and will continue to work on industry initiatives to improve the quality of consumer information and understanding,” Mr Alwill said.

Through the WFA, the AANA is already involved in the Responsible Advertising and Children [www.responsible-advertising.org] initiative and working on its media literacy program. It also led an advertising, marketing and media ‘Eat Well, Play Well, Live Well’ healthy lifestyle advertising campaign that gained over \$10 million in media exposure across Australia, and set a standard of industry response now regarded as a model world-wide.

“While hoping that the world best practice research review by ACMA will satisfy the concerns of the South Australian and Queensland Governments, we’re happy to engage with them in pursuit of responsible advertising and marketing communication at all levels.”

FOR MORE INFORMATION:

Collin Segelov, Executive Director, AANA | (02) 9221 8088 | 0414 858 899