

Media Release

Thursday, 28th August 2008

AANA “Green Claims” Discussion Paper

The Australian Association of National Advertisers (AANA) today began the public consultation process of its review into the necessity of an environmental claims self regulatory code. The public consultation process will run until Friday, 17 October 2008.

A discussion paper which highlights issues for consideration is currently being circulated to relevant stakeholders and will be available for download from today from the AANA website [www.aana.com.au].

The discussion paper canvasses a wide variety of views and does not constitute AANA policy.

Mr Ian Alwill, Chairman, AANA said that if an AANA environmental claims code was developed, it would be in keeping with the existing AANA codes.

“If the AANA Board decides to implement a self regulatory code in regard to “green” claims as a result of the review, it will be consistent with the current range of successful AANA codes. Like the existing AANA codes, a “green” claims code would be administered by the Advertising Standards Board (ASB).

“Environmental or “green” claims are self proclaimed statements about the environmental benefits or impacts of any product, service, person, organization or line of conduct in advertising or marketing communications. Green claims or statements that are made as a result of legal or regulatory requirement would not be covered.

“The AANA believe self regulatory codes for marketing and advertising activities are the most efficient, flexible and cost effective means of ensuring both advertising and marketing communications comply with both the law as well as meeting community expectations,” said Mr Alwill.

The AANA Board has commissioned Res Publica, a leading public affairs consultancy, to conduct the public consultation process. Res Publica recently completed the review and update of the Advertising and Marketing to Children Code on behalf of the AANA.

Stakeholders may also express their interest in receiving the discussion paper by contacting Res Publica

greenclaims@respublica.com.au

For further information:

Collin Segelov, AANA Executive Director 0414 858 899

Gabriel McDowell/Armon Hicks, Res Publica 02 8297 1500 or 0417 260 918
GMcD / 0414 981 372 AH

Background Information

The Australian Association of National Advertisers (AANA) is the peak advertising industry body representing the rights and responsibilities of Australia's major advertisers and their industry partners. Further information about the AANA is available from <http://www.aana.com.au/>

The AANA's aim and objective is to promote and safeguard the advertising interests of its members and to ensure that ethical standards are upheld through the management of the industry's self-regulation system, implemented today through the Advertising Standards Bureau (ASB) in Canberra. The industry self regulation system is created, reviewed and owned by the AANA.

The AANA represents the interests of companies responsible for 85% of Australia's annual expenditure on national mainstream media advertising, which topped \$10 billion in 2005.

The ASB administers a complaints process under a national system of advertising self-regulation through the Advertising Standards Board and the Advertising Claims Board. Both boards make their determinations about complaints under appropriate sections of the Advertiser Code of Ethics, and the Food & Beverages Advertising & Marketing Communications Code and the Advertising and Marketing to Children Code as prescribed by the AANA, by following principles laid down by the AANA in consultation with the advertising industry and other stakeholders. Further information about the ASB is available from <http://www.adstandards.com.au/pages/index.asp>

The ASB reports annually on the complaints it has received.