

MEDIA RELEASE

Friday, 14 November 2104

APEC LEADERS ENDORSE ADVERTISING SELF-REGULATION

The ASB and AANA have welcomed the 2014 APEC Leaders Declaration in support of an 'Action Agenda on Advertising Standards and Practice Development' which supports a self-regulatory system for advertising.

The Action Agenda outlines the significant benefits of advertising to help achieve innovation, productivity and growth in all goods and services sold across and within APEC economies.

"The key priority is to facilitate the alignment of advertising standards across the region. This will, in turn, achieve APEC's aim to enable business growth and greater regional trade and investment," Sunita Gloster, AANA CEO said.

The Action Agenda recommends nine principles and acknowledges six areas for APEC Governments to note when developing their self-regulatory advertising regimes, given that all are at different stages of development or change to their advertising regulatory framework. The principles are based on international best practice.

The Action Agenda has come about as a result of a three year project coordinated by Australia's Advertising Standards Bureau. This project received input and support from the Australian Government, the World Federation of Advertisers (of which the AANA is a member), the European Advertising Standards Alliance, the International Chamber of Commerce and sponsorship from a number of international advertisers.

Advertising Standard Bureau, Chief Executive Officer, Ms Fiona Jolly said important relationships have been forged with APEC member advertising regulation bodies in the past three years.

"The ASB's efforts in forging these relationships has led to a high level of enthusiasm of all APEC participants who continue to welcome and support the growth of advertising self-regulation through the Asia-Pacific region," Ms Jolly said.

Ms Gloster said the Agenda notes that the self-regulatory system in advertising is an important complement to government regulation and enforcement. Furthermore, governments are in a position to increase their support for efforts of advertising self-regulation in terms of public policy, legislation, judicial practice, and should support industry organisations to show substantive encouragement for self-regulation practice.

"This Declaration by APEC leaders acknowledges that our system, in Australia, is a model based on international best practice that provides protections and has the flexibility to respond appropriately to new technologies to continue to meet community expectations," Ms. Gloster said.

-- Ends --

Media contact: Res Publica, Gabriel McDowell

E: gmcdowell@respublica.com.au | M: +61 417 260 918 | T: +61 2 8297 1515



About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 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; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

AANA NEWS



**ADVERTISING
STANDARDS
BUREAU**