Complaints about any form of advertising should be made to the Advertising Standards Board (ASB). The ASB will consider your complaint against the Advertiser Code of Ethics (see Fact Sheet ADV5).

If your complaint is about alcohol advertising, the ASB will forward your complaint to ABAC Chief Adjudicator for consideration against the Alcohol Beverages Advertising Code (see Fact Sheet ADV6).

If the Chief Adjudicator feels that your complaint raises issues that fall within the ABAC, the ABAC Complaints Panel will also consider your complaint.

If you wish to complain about an advertisement, you need to make your complaint in writing and send it to the ASB by post, fax or online.

The ASB requires that:

- Your complaint must be submitted in writing (by post, fax or online).
- You must provide details of the advertisement that are sufficient enough to identify the particular advertisement in question, as well as what you found to be offensive about the advertisement.
- You provide a mailing address so the ASB can contact you in regards to the progress of their complaint.
- If you want to complain about more than one advertisement, you must submit a separate complaint for each one.

Tips for making a complaint

- State which section or sections of the Code(s) you think the advertisement breaches.
- If you want your complaint to be considered by the ASB and by ABAC, make sure that you state how you think it breaches both codes.
- Provide as much detail as you can about the advertisement and where you saw it.
- Don’t be put off by discouraging comments on the ASB website. For example, even if a decision has already been made about the advertisement you should still complain – they will not change their decision but your complaint will provide further evidence that people are offended by the advertisement.

To make a complaint:

By post:
The Advertising Standards Board
Level 2
97 Northbourne Ave
TURNER ACT 2612

By fax:
(02) 6262 9833

Online:
www.advertisingstandardsbureau.com.au

Please send a copy of your complaint to us for our records:

Key Points
- Complaints about alcohol advertisements need to be made to the Advertising Standards Board
- Complaints can be made on the internet, or by letter or fax

What Can I Do?
- Lodge complaints about inappropriate alcohol advertisements with the Advertising Standards Board (this is the only way we can demonstrate that the community thinks current advertising is a problem).

Other Fact Sheets in this Series
- ADV1: Alcohol Advertising: Alcohol Advertising Summary
- ADV2: Alcohol Advertising: What are the issues?
- ADV3: Alcohol Advertising: What are the rules?
- ADV4: Alcohol Advertising: What is the code?
- ADV5 (Part B): How do I complain?
- ADV6: Alcohol Advertising: The AANA Advertiser Code of Ethics
- ADV7: Alcohol Advertising: The Alcohol Beverages Advertising Code
- ADV8: Alcohol Advertising: Further Reading

Action on Alcohol Marketing (ADV5A)