The Advertiser Code of Ethics

Section 2 of the Australian Association of National Advertisers (AANA) Advertiser Code of Ethics, which covers advertising across all product categories, states that advertisements shall:

2.1 not portray people or depict material in a way which discriminates against or viliﬁes a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief;

2.2 not present or portray violence unless it is justiﬁable in the context of the product or service advertised;

2.3 treat sex, sexuality and nudity with sensitivity to the relevant audience, and where appropriate, the relevant programme time zone;

2.4 for any product which is meant to be used by or purchased by children not contain anything which is likely to cause alarm or distress to those children;

2.5 use only language which is appropriate in the circumstances and strong or obscene language shall be avoided;

2.6 not depict material contrary to prevailing community standards on health and safety; and

2.7 comply with the Federal Chamber of Automotive Industries Code of Practice relating to Advertising for Motor Vehicles.

If you have made a complaint about an advertisement, the ASB will inform you in writing of the decisions from both the Advertising Standards Board and the ABAC Complaints Panel, and will send you a copy of the case report. Copies of case reports (for upheld and dismissed complaints) are available on the ASB website (http://www.adstandards.com.au/pages/casestudy_search.asp).