Example of a Completed ASB Complaints Form

The following is an example of a completed Advertising Standards Bureau (ASB) complaint form. It is intended that this example and the tips below may be helpful as a guide for any person wishing to file a complaint to the ASB who has not done so in the past.

Please remember that all complaints need to be submitted to the Advertising Standards Bureau (ASB). The ASB will consider your complaint against the AANA Advertiser Code of Ethics (see fact sheet ADV5). If your complaint is about alcohol advertising, the ASB will forward your complaint to the Alcohol Beverages Advertising Codes (ABAC) Chief Adjudicator.

The ASB complaints form can be found at:

Tips for making a complaint:
1. Provide as much detail as you can about the advertisement and where you saw it.
2. State which section or sections of the Code(s) you think the advertisement breaches (see fact sheets ADV5 and ADV6).
3. If you want your complaint to be considered by the ASB and by the ABAC, make sure that you state how you think it breaches both codes.

For queries or further information about completing an ASB complaint form please contact:

Advertising Standards Bureau
Canberra ACT
Ph: (02) 6262 9822

The Centre for Health Initiatives
University of Wollongong
Ph. (02) 4221 5106
Advertising Standards Bureau Complaint Form

We take your complaint very seriously, so we need your name and postal address. Anonymous complaints and fax or e-mail addresses only are unacceptable. You will receive our prompt response in writing. If you have a complaint about more than one advertisement, please submit on separate forms for a more expedient reply. Please ensure you complete all boxes marked with an asterisk (*). If you do not, you will not be able to send this form.

1. About You

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surname*</td>
<td>Bloggs</td>
</tr>
<tr>
<td>First name*</td>
<td>Joe</td>
</tr>
<tr>
<td>Mr/Mrs/Ms/Other*</td>
<td>Mr</td>
</tr>
<tr>
<td>Your company/organisation</td>
<td>N/A</td>
</tr>
<tr>
<td>Age*</td>
<td>30 - 39</td>
</tr>
<tr>
<td>Street address*</td>
<td>25 Feddup St</td>
</tr>
<tr>
<td>Suburb/Town*</td>
<td>Actiontown</td>
</tr>
<tr>
<td>State/Territory*</td>
<td>VIC</td>
</tr>
<tr>
<td>Postcode*</td>
<td>3500</td>
</tr>
<tr>
<td>Home phone</td>
<td>(03) 9999 9999</td>
</tr>
<tr>
<td>Work phone</td>
<td>(03) 9888 8888</td>
</tr>
<tr>
<td>Home fax</td>
<td>N/A</td>
</tr>
<tr>
<td>Work fax</td>
<td>(03) 9777 7777</td>
</tr>
<tr>
<td>Email*</td>
<td>bloggs@yahoo</td>
</tr>
</tbody>
</table>
2. Your Complaint

Where did you see/hear the ad? Please choose and specify.*
This billboard is located on the corner of Bourke Street and Swanston Street in Melbourne.

When was that? (date, time, programme, edition, etc.)*
14th April, 2008. 3pm

Name of advertiser*
Cockatoo Ridge Wines LTD

And which product or service was being advertised?*
Cockatoo Ridge wine varieties

Please describe the ad*
The billboard is a head-and-shoulders photograph of an attractive young woman with a cockatoo on her shoulder. The woman is wearing a blue and white gingham blouse that is unbuttoned to below her chest and shows part of her bra. The woman is looking directly at the photographer with a sultry and provocative expression on her face. The woman is in the centre of the photograph and on the bottom right side of the photograph there is a photograph of a bottle of Cockatoo Ridge wine. Below the photograph is the tagline in large text “She loves a cockatoo” and below that smaller text that reads “Cockatoo Ridge Wines. Why wouldn’t you.”

Please tell us the reasons why you object to this advertisement.*
As a father of a young daughter I find this billboard offensive and unacceptable. I feel that this advertisement breaches the ABAC code under sections a)ii, b) i and c)i. I also feel that the AANA code has been breached under section 2.3.

ABAC:
a) ii: This advertisement is situated on a major road and very close to two schools where young impressionable school children are repeatedly exposed to this advertisement. This is potentially encouraging under age drinking.
b) i: The young female depicted in the advertisement is not clearly over the age of 25 - in addition, the blue gingham shirt she is wearing could easily be mistaken as a school uniform.
c) i: The advertisement is obviously depicting the consumption of alcohol as contributing to the achievement of sexual success. This is evident in the fact that the model used has a sensual expression on her face and has her shirt unbuttoned to show her bra. In addition to this, the strap line: ‘she loves a cockatoo’, is obviously intended to have double-ended meanings.

AANA:
2.3: As this billboard is located close to two schools, I believe that it is not treating sexuality with sensitivity to the relevant audience – being the school children who will see it everyday as they travel to/from school.

3. Your Privacy
Please note that the information contained in your complaint, including your name and address, will usually be disclosed to the advertiser concerned during the course of investigating your complaint. We may also need to refer your complaint to another organisation.
If you want your identity kept confidential, please tick the box below.*
Yes

Submit Form  Clear Form

Bottom of Form
FYI: This example is based on a true account of a complaint that was lodged with ASB in early 2008. The eventual outcome was as follows; The complaint was upheld by ABAC on the grounds that it breached section C)i of the ABAC Code. Full details can be found at: