

From: Alina Bain [REDACTED]
Sent: Thursday, 12 May 2011 3:07 PM
To: Committee, SPLA (REPS)
Subject: RE: FCAI Code & supplementary submission

Sep
Submission No 176.

Dear Natalya

Following is our response to your queries:

H/R question: Firstly, regarding the review being conducted by Terry Beed, your supplementary submission advised that Dr Beed will be reviewing the AANA Code for Marketing & Advertising Communications to Children and the AANA Food & Beverages Advertising & Marketing Communications Code in 2011. Is this to be part of the review of the Code of Ethics that is already in progress, or a separate review? Further, is there a review envisaged for the other AANA code, the AANA Environmental Claims in Advertising and Marketing Code? Or for the FCAI Code?

AANA Response: The review of the AANA Code for Marketing and Advertising Communications to Children (Children's Code) will not be part of the review of the Code of Ethics. AANA will conduct the review of the Children's Code immediately following the release of the new Code of Ethics. The expected date for commencement of the review will be early in the second half of 2011. A review of the AANA Food & Beverages Advertising & Marketing Communications Code will follow the review of the Children's Code.

H/R question: Secondly, regarding the FCAI Code, the AANA submission states on p. 8 that the Voluntary Motor Vehicle Code was 'was developed by AANA in consultation with the Federal Chamber of Automotive Industries' (this is also stated on the AANA website) and on pp. 8-9 that 'The AANA Code of Ethics, the AANA Code for Marketing & Advertising Communications to Children, the AANA Food & Beverages: Advertising & Marketing Communications Code, the AANA Environmental Claims in Advertising and Marketing Code and the Motor Vehicle Code are collectively referred to as the AANA Codes.' In a conversation with the CEO of FCAI, he categorically stated that the FCAI Code belongs to FCAI and is not affiliated with AANA in any way, apart from being administered by the ASB which was set up by AANA. Could you please clarify this issue for me so that I don't describe the various codes incorrectly in the report?

AANA Response: AANA confirms that the FCAI Code was developed as an initiative of the FCAI and in collaboration with the AANA drawing on the code making expertise of the AANA. It forms part of the self regulatory system for advertising in Australia. Complaints are administered through the ASB.

Regards Alina

Alina Bain
Director of Codes, Policy and Regulatory Affairs
Australian Association of National Advertisers
P: 02 9221 8088 F: 02 9221 8077