
Appendix 12 Australian Association of National Advertisers Code of Ethics

http://www.aana.com.au/about/about_public.htm

Advertiser Code of Ethics

This Code has been adopted by AANA to be applied as a means of advertising self-regulation in Australia and is intended to be applied to all forms of advertising.

The object of this Code is to ensure that advertisements are legal, decent, honest and truthful and that they have been prepared with a sense of obligation to the consumer and society and fair sense of responsibility to competitors.

In this Code, the term "advertisement" shall mean matter which is published or broadcast, other than via internet, direct mail or point of sale, in all of Australia or in a substantial section of Australia for payment or other valuable consideration and which draws the attention of the public, or a segment of it, to a product, service, person, organisation or line of conduct in a manner calculated to promote or oppose directly or indirectly that product, service, person, organisation or line of conduct.

Section 1

1.1 Advertisements shall comply with Commonwealth law and the law of the relevant State or Territory.

1.2 Advertisements shall not be misleading or deceptive or be likely to mislead or deceive.

1.3 Advertisements shall not contain a misrepresentation which is likely to cause damage to the business or goodwill of a competitor.

1.4 Advertisements shall not exploit community concerns in relation to protecting the environment by presenting or portraying distinctions in products or services advertised in a misleading way or in a way which implies a benefit to the environment which the product or services do not have.

1.5 Advertisements shall not make claims about the Australian origin or content of products advertised in a manner which is misleading.

Section 2

2.1 Advertisements shall 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 Advertisements shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

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

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

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

2.6 Advertisements shall not depict material contrary to prevailing community standards on health and safety.