

Why should media agencies care about Ad Standards?

Overseen by advertising complaints handling body Ad Standards, Australia's advertising self-regulation system requires the commitment and cooperation of the entire industry. Do you know how the system works?

The cornerstone of advertising self-regulation:

As Australia's advertising complaints handling body, Ad Standards ensures advertising on all media reflects community standards and relies on the support of the advertising industry to deliver a world-class system of advertising self-regulation.

The current system of self-regulation was established by the Australian Association of National Advertisers (AANA) in 1998, following extensive consultation with industry, consumer and government representatives. It recognises that advertisers – and their agency partners – share an interest in promoting consumer confidence in and respect for general standards of advertising.

MFA members play a vital role in the success of the system by applying the self-regulation levy to advertising spend and championing responsible advertising.

Ad Standards Executive Director Richard Bean explains more:

What would media regulation look like if Ad Standards didn't exist?

Ad Standards plays a critical role in Australia's advertising industry by giving members of the community the ability to voice their concerns and guiding industry in making responsible ads. Research has shown that an effective and transparent complaints handling system increases community trust and confidence in advertising. If Ad Standards didn't exist, the industry may be subject to potentially restrictive government regulation.

Why is industry support fundamental to the success of Australia's advertising self-regulation system?

Without industry support Australia's world-class self-regulation system could not operate. By supporting Ad Standards and the self-regulation system, the industry also demonstrates a commitment to responsible advertising practices, which ultimately enhances reputation and success.