



Ethics in advertising principle

Media owners have and continue to provide platforms for debate by facilitating public discussion on policy issues, providing consumer information and choice, along with promoting and generating innovation.

It is the ethical and social responsibility of us all to advocate and reflect prevailing community standards.

We believe that with all advertisements, the more pertinent information included in the advertisement, the more likely it is that consumers' expectations will be met, and the less likely it is that the advertisement will be subject to any complaint.

At AdReview we believe that the maintenance of high standards of advertising builds character and good business we will, at all times, and to the best of our ability, only publish advertisements which support the Advertising Code of Practice.

DEFINITIONS

In this Principal, the definition of an advertisement is...

- any material which is published using any medium or any activity which is undertaken by, or on behalf of an advertiser or marketer over which the advertiser or marketer has a reasonable degree of control; and
- any material that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct.

ADVERTISEMENTS MUST...

- comply with, and not encourage breaches of Commonwealth or relevant State or Territory law
- be truthful and not misleading or deceptive
- be clearly distinguishable as advertisements
- not portray sexual objectification of individuals or groups of people
- not contain anything which, taking into full account both the nature of the specific readership and generally prevailing community standards, is likely to cause serious offence to the community or a significant section of the community

- not disparage identifiable products, services, or competitors in an unfair or misleading way
- not promote any product meant to be used by, or purchased by children, which contains anything that includes dangerous practices which would result in their physical, mental, or moral harm
- advertisements should not encourage children to place pressure on their parents to purchase the product advertised
- not contain content which in any way discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, or political belief; and
- not include statements which may take advantage of community expectations in relation to protecting the environment, recycling or energy and water efficiency by implying distinctions or benefits in products or services in a misleading way. Any claims made should be scientifically sound and appropriately substantiated.