

TASKFORCESUBMISSION: submission

NAME: Mark Champion

POSITION: Executive Director

ORGANISATION: Advertising Federation of Australia (AFA)

SUBMISSION1: To whom it may concern.

Background

The Advertising Federation of Australia (AFA) would like to take this opportunity to note that the AFA agrees with and supports the submission made to the PHT by the Foundation for Advertising Research (FAR) in response to the discussion paper - "Australia, the healthiest country by 2020.

Formed in 1975, the AFA is the peak body representing companies in advertising and marketing communications. Members include multinational advertising agencies and small and medium independent businesses providing creative and strategic communications services to Australian and multinational businesses. Our members, of which there are 187 Australia-wide, are responsible for producing around 80% of the commercial communications, developed on behalf of clients, and placed on television and other media in Australia.

A key role of the AFA is to maintain and promote professional standards in advertising, to encourage responsible advertising and support effective self-regulation. To this end, the AFA manages an accreditation program for agencies that requires them to commit to a structured program of professional development for staff and compliance with advertising laws and codes. The AFA Accreditation program is the first of its kind in the world.

In the context of the obesity and alcohol debate, the AFA and its membership recognises that we have a responsibility to produce marketing communication messages that are compliant with all regulations governing the advertising of food and beverages through the Australian Association of National Advertisers (AANA) Code of Ethics, the Food and Children's Code, Commercial Television Industry Codes of Practise, Commercial Radio Australia's Codes of Practise and Guidelines, the Outdoor Advertising Association of Australia's Code of Ethics and in the case of alcohol advertising the ABAC advertising codes.

The AFA also has a member of its National Board on the Management Committee of the self-regulatory advertising body, the Advertising Standards Bureau and is deeply committed to the

principle of best practise industry self-regulation. The AFA is also a member of the Foundation for Advertising Research.

We would request an opportunity if we believe it necessary to make further comment on this issue to the PHT.

Regards
Mark Champion

PRIVACY: yes

SUBMIT: Submit