

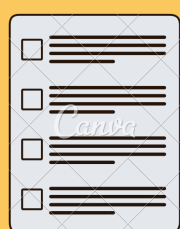


HOW TO REPORT RACISM IN **ADVERTISING**?



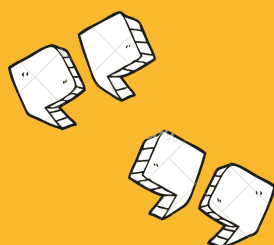
ADVERTISING STANDARDS BUREAU

- Accepts complaints related to advertising or marketing communication.
- Complaints are submitted through an online form.
- There is no time limit for submitting complaints.
- Link: <https://adstandards.com.au/lodge-complaint>



CODES OF CONDUCT

When writing the complaint, refer to the AANA code of ethics (available online). Using this code, make arguments to sustain your claim that the published material is in breach of the section referring to race.



EXAMPLES

The AANA code addresses any material that discriminates against, or vilifies a person or section of the community on account of race, ethnicity, nationality etc.



GOOD TO KNOW

Research shows that Twitter is the preferred social media platform for communicating with brands, where customer complaints are dealt with faster than through other communication channels.



WHAT HAPPENS NEXT?

'The Ad Standards Community Panel meets twice a month to consider complaints. Within 10 business days of their decision, complainants are advised of the outcome and the case reports are made publicly available.'