

# AANA Code for Advertising to Children

This Code has been adopted by the AANA as part of advertising self-regulation. The object of this Code is to ensure that advertisers develop and maintain a high sense of social responsibility in advertising to children in Australia.

## 1. Definitions

In this Code, the following definitions apply:

- (a) **Advertisement:** means matter which is published or broadcast 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 the product, service, person, organisation or line of conduct.
- (b) **Product:** means goods, services and facilities which are targeted toward and have principal appeal to Children.
- (c) **Advertisements to Children:** means Advertisements which, having regard to the theme, visuals and language used, are directed primarily to Children and are for Product.
- (d) **Children:** means children 14 years old or younger.
- (e) **Premium:** means anything offered free or at a reduced price and which is conditional upon the purchase of a regular Product.

## 2. Code of Practice

### 2.1 Factual Presentation

#### 2.1.1 Advertisements to Children:

- (a) must not mislead or deceive Children;
- (b) must not be ambiguous; and
- (c) must fairly represent, in a manner that is clearly understood by Children:
  - (i) the advertised Product;
  - (ii) any features which are described or depicted in the Advertisement; and
  - (iii) the need for any accessory parts.

### 2.2 Safety

#### 2.2.1 Advertisements to Children:

- (a) must not portray images or events which depict unsafe uses of a Product or unsafe situations which may encourage Children to engage in dangerous activities; and
- (b) must not advertise Products which have been officially declared unsafe or dangerous by an authorized Australian government authority.

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### 2.3 Social Values

#### 2.3.1 Advertisements to Children:

- (a) must not portray images or events in a way that is unduly frightening or distressing to Children; and
- (b) must not demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability.

### 2.4 Parental Authority

#### 2.4.1 Advertisements to Children:

- (a) must not undermine the authority, responsibility or judgment of parents or carers;
- (b) must not state or imply that a Product makes Children who own or enjoy it superior to their peers; and
- (c) must not state or imply that persons who buy an advertised Product are more generous than those who do not.

### 2.5 Price

#### 2.5.1 Prices, if mentioned in Advertisements to Children, must be accurately presented in a way which can be clearly understood by children and not minimized by words such as "only" or "just".

### 2.6 Qualifying Statements

#### 2.6.1 Any disclaimers, qualifiers or asterisked or footnoted information used in Advertisements to Children must be conspicuously displayed and clearly explained to Children.

### 2.7 Competitions

#### 2.7.1 Competitions which appear in Advertisements to Children must:

- (a) contain a summary of the basic rules for the competition;
- (b) clearly include the closing date for entries; and
- (c) make any statements about the chance of winning clear, fair and accurate.

### 2.8 Premiums

#### 2.8.1 Advertisements to Children which include or refer to a Premium:

- (a) should not create a false or misleading impression in the minds of Children about the nature or content of the Product;
- (b) should not create a false or misleading impression in the minds of Children that the product advertised is the Premium rather than the Product; and
- (c) must make the terms of the offer clear as well as any conditions or limitations.

### 2.9 Alcohol

#### 2.9.1 Advertisements to Children must not be for, or relate in any way to, alcoholic drinks or draw any association with companies that supply alcoholic drinks.

### 2.10 Food and Beverages

#### 2.10.1 Advertisements to Children for food and/or beverages:

- (a) should not encourage or promote an inactive lifestyle combined with unhealthy eating or drinking habits; and
- (b) must not contain any misleading or incorrect information about the nutritional value of that Product.

### 2.11 AANA Advertiser Code of Ethics

#### 2.11.1 Advertisements to Children must comply with the AANA Advertiser Code of Ethics.