



**ADVERTISING
STANDARDS
BUREAU**

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ADVERTISING STANDARDS BUREAU

BUSINESS AND STRATEGIC PLAN

2009-2010

1. Advertising Standards Bureau

1.1 ABOUT ASB

The Advertising Standards Bureau administers the complaints adjudication component of the national system of advertising self-regulation through the Advertising Standards Board and the Advertising Claims Board.

The Advertising Standards Bureau is secretariat for the Advertising Standards Board and the Advertising Claims Board. The Bureau works to promote the work of the Boards and its role in the system of advertising self-regulation. The Board of Directors of the Advertising Standards Bureau, along with the CEO, govern the operations of the Bureau. Through its strategic, financial and operational dealings, the Board aims to position the ASB as the foremost complaints resolution body for advertising in Australia.

1.2 PURPOSE

The community, industry and government is confident in, and respects the advertising self-regulatory system and is assured that the general standards of advertising are in line with community values.

1.3 OPERATIONAL MISSION

The ASB administers a well respected, effective and independent advertising complaints resolution service that regulates advertising standards in Australia adjudicating both public and competitor complaints and ensuring compliance with relevant codes.

1.4 ORGANISATIONAL VALUES

- Transparency in decision making
- Accountability to advertisers and the community
- Responsive to complaints
- Independent – diverse board membership making decisions without being influenced by vested interests and stakeholders

1.5 Business of the Advertising Standards Bureau

- To efficiently manage and promote the complaints adjudication component of the advertising self-regulation system.

1.6 VISION

By 2014, THE ADVERTISING STANDARDS BUREAU will:

- be the pre-eminent adjudicative authority for advertising and marketing communication complaints against industry codes of practice
- deliver effective advertising self regulation in Australia
- reflect community standards
- have a well recognised awareness and profile among the public, industry, government and other stakeholders
- have kept pace with advertising and marketing communication developments in new media
- comply with international best practice complaints-handling procedures and protocols
- be financially viable
- have a skilled and sustainable workforce

2. Strategic Plan

2.1 FINANCIAL

Key Results

- *ASB financially viable*
- *Revenues increased with media advertising expenditure*

2.2 CUSTOMER/CLIENT/COMMUNITY

Key Results

- *Advertising Standards Board decision-making is effective, robust and respected*
- *Advertising Standards Board is diverse, representative and well trained*
- *Self-regulation system has effective outcomes*

2.3 INTERNAL BUSINESS PROCESSES & PEOPLE

Key Results

- *A best practice complaints resolution service*
- *International trends and issues feed into ASB strategy and issue management*
- *ASB system applies standards to new media and new codes when required*
- *Staff across the organisation understand, act on and are committed to ASB strategic objectives and mission*
- *An experienced, appropriately skilled and sustainable workforce*
- *Stakeholders are aware of the role and existence of ASB*
- *ASB has high profile*

2.4 LONG TERM DEVELOPMENT

Key Results

- *ASB is the foremost body for adjudication of complaints within the advertising self-regulation system in Australia*
- *Government stakeholders understand and support ASB*
- *ASB has networks and access to government stakeholders*
- *ASB has networks and access to industry stakeholders*
- *Shareholder recognises value provided by ASB*
- *High standards in governance and performance management*