



**Campaign
Launch**

TELL SOMEONE WHO CARES

The launch of the Advertising Standards Bureau's public education campaign, 'Tell someone who cares', was held in Melbourne on 9 July.



Mr Tom Keneally, award winning Australian author and inaugural member of the Advertising Standards Board made the introductory comments at the launch. His speech touched on the many issues the Board has dealt with since he became a member in 1997.

Acting Advertising Standards Bureau Chief Executive Officer, Ms Alison Abernethy, spoke about her time with the ASB and thanked the industry for its continued support of advertising self-regulation. She also praised the efforts of the creative team from George Patterson Y&R (Melbourne) Mr Adrian Mills, Ms Vanilla Stener and Mr Paul Meates. The trio pulled together the public education campaign concept and the ads which include

television, radio, internet, print and billboards.

The public education campaign was officially launched by (left) Mr Ian Alwill, Chairman Advertising Standards Bureau Board of Directors, and Mr Simon Pelling, First Assistant Secretary Broadcasting and Content, Department of Broadband, Communications and the Digital Economy.

Mr Pelling delivered the speech that was to be made by Senator the Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy. Unfortunately, Senator Conroy was not able to attend the launch due to urgent family issues.



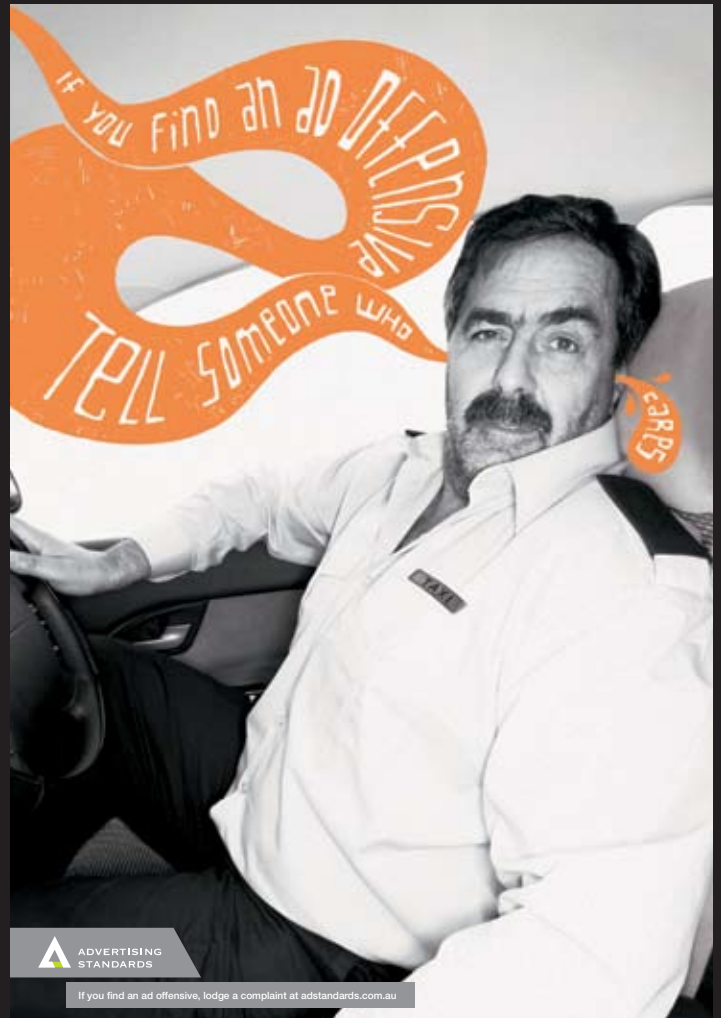
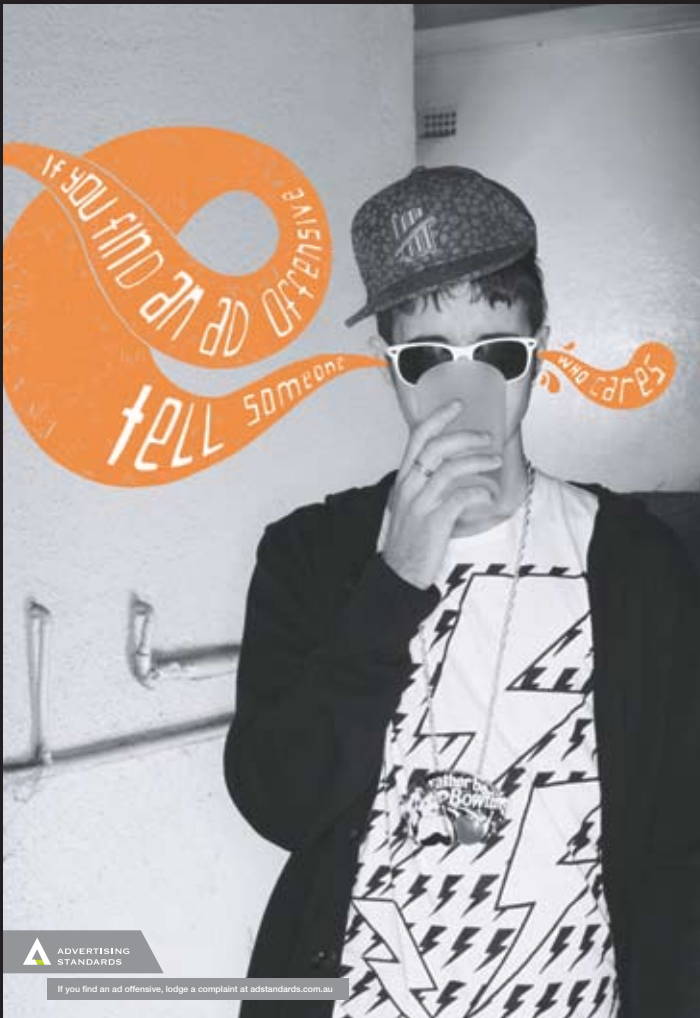
Tom Keneally



Alison Abernethy



Ian Alwill (left) and Simon Pelling

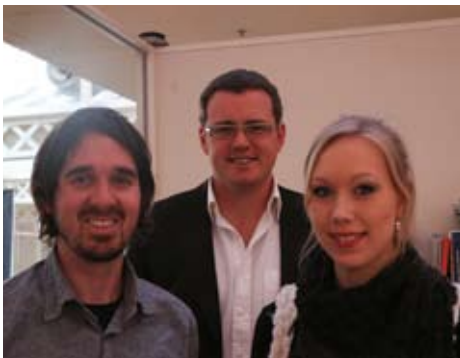


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The creative team from George Patterson Y&R (Melbourne) (from left) Mr Paul Meates, Mr Adrian Mills and Ms Vanilla Stener.



Board members (from left) Tom Keneally, Khoa Do, Joanna Cohen, John Bokor (obscured), and Helen Wicks share a lighter moment before the launch ceremony.



Chatting after the ceremony are Board members (from left) Paul McCarthy, Dr Josephine Tiddy, Tanveer Ahmed and Ann Drummond.



Board members (from left) Paul McCarthy, Dr Josephine Tiddy, Tanveer Ahmed (obscured), Ann Drummond and Sophie Killen were among guests at the launch.



Mr Simon Pelling (left), Ms Jane Emery Advertising Standards Bureau Board of Directors and Mr Chris Nolan, Starcom Managing Director in Melbourne, listen intently to the speaker.