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# Advertising Directed to Children Code of Practice

**Publishers have played, over many years, a significant role in the community. Publishers have and continue to provide platforms for debate by facilitating public discussion on policy issues, providing consumer information and choice, along with promoting and generating innovation.**

**It is the ethical and social responsibility of us all to advocate and reflect prevailing community standards.**

**We believe that with all advertisements, the more pertinent information included in the advertisement, the more likely it is that readers' expectations will be met, and the less likely it is that the advertisement will be subject to any complaint.**

Publishers believe it is of paramount importance to contribute in promoting a balanced approach in advertising.

This Guiding Principle expresses publishers' overall obligations when accepting advertisements directed to children and/or adolescents.

The underlying premise for these Principles is to ensure that advertising is presented appropriately, clearly and in a way which they understand and is aligned with community values and expectations.

Publishers agree that this principle also aims to maintain a cohesive approach, by supporting and encouraging the measures already existing in the self-regulatory framework.

## Advertising Directed to Children Code of Practice

### In this initiative

#### Advertisement means:

- » any material which is published using any medium or any activity which is undertaken by, or on behalf of an advertiser or marketer;
- » any material over which the advertiser or marketer has a reasonable degree of control; and
- » that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct.

#### Child/children means:

child/children 12 years or under

#### Adolescent means:

any person 13 to 18

#### Popular personalities and licensed characters means:

- » a personality or character from a C television program or P television program;
- » a popular program or movie character;
- » a non-proprietary cartoon, animated or computer generated character.

**Premium means:** anything offered free, or at a reduced price, and which is conditional upon the purchase of a product.

### Core principles:

This Guiding Principle places no restrictions on the advertising of products for adults in media directed to adults, or where the audience is predominantly adult.

However, publishers should be mindful of the strong community concerns around the issue of food and beverage advertising to children and/or adolescents, and work to avoid any ambiguity about the target of specific advertisements outlined in the initiative.

### Advertisements must...

- » wherever possible, promote positive and beneficial social behaviour, such as friendship, honesty, and respect for others;
- » images should reflect positive, healthy lifestyle choices including good dietary habits and physical activity;
- » show images of children and adolescents in advertising respectfully ensuring visual representations portray children in realistic situations and poses, such as playing and laughing (not posing seductively);
- » use child/adolescent models with realistic and varied body shapes to represent the young population. This will help influence children and adolescents to maintain healthy body images;
- » fairly represent any product features which are described or depicted or demonstrated and/or the need for any accessory parts;

- » include a basic summary of competition rules and include the closing date for entries and make any statements about the chance of winning fair and accurate;
- » clearly delineate between commercial promotions and editorial content when using popular personalities or celebrities (live or animated) to advertise products;
- » ensure any disclaimers or qualifiers are conspicuously displayed and be clear and easily understood;
- » include a statement that parental consent must be obtained before participation in any activity that results in the disclosure of personal information which may then be used for other purposes;
- » make the terms of any offer clear, and include any conditions or limitations;
- » ensure any imagery used within an advertisement promoting electronic games accurately reflects the genuine content of the game and is not merely a "snapshot" of a scene which may be incidental to the true nature of the actual game, are age appropriate and a classification rating should be prominently displayed.

### Advertisements must not...

- » use any imagery which depicts violence or is unjustifiably frightening or distressing to children or adolescents. The imagery must not promote or encourage children or adolescents to participate in destructive or hazardous situations resulting in their physical, mental or moral harm;
- » be demeaning of any person or group;
- » include sexual imagery, or state or imply that they are sexual beings and that the possession or enjoyment of a product will enhance their sexuality;
- » include any products which have been declared unsafe by Commonwealth statutory or any regulatory authority;
- » undermine the authority or role of a parent or guardian or encourage children to place pressure on their parents to purchase the product advertised; and
- » use premiums in a way that promotes irresponsible use or excessive consumption of the product or offer a premium unless the reference to the premium is merely incidental to product being advertised.

