

# Advertising Complaints Handling Policy

## Organisational commitment

This organisation is committed to fair, effective and efficient complaint handling.

### Our complaint management system is intended to:

- enable us to respond to issues raised by people making complaints in a timely and cost-effective way; and
- boost public confidence in our corporate responsibility.

A single written complaint is sufficient to initiate a formal complaint. An anonymous complaint is not sufficient to initiate a formal complaint.

## Objectivity and fairness

We will address each complaint with integrity and in an equitable, objective and unbiased manner.

## Confidentiality

### We will protect the identity of people making complaints where this is practical and appropriate.

Personal information that identifies individuals should only be disclosed if permission is obtained or, as permitted under the relevant privacy laws, secrecy provisions and any relevant confidentiality obligations.

## No detriment to people making complaints

All reasonable steps will be taken to ensure that complainants are not adversely affected because a complaint has been made by them or on their behalf.

## Acknowledgement of complaints

Complaints should be acknowledged promptly, and preferably within 7 of working days.

## Initial assessment

After acknowledging receipt of the complaint, confirm whether the issue/s raised in the complaint is/are within your control. Also consider the outcome/s sought by the person making a complaint and, where there is more than one issue raised, determine whether each issue needs to be separately addressed.

### When determining how a complaint will be managed, consider...

- how serious, complicated or urgent the complaint is;
- a complainant must provide details of the advertisement that sufficiently identifies the particular advertisement, as well as what was found to be offensive about the advertisement.
- whether the complaint raises concerns about people's health and safety;
- how the person making the complaint is being affected; and
- the risks, if any, involved if resolution of the complaint is delayed.

## Responsiveness

### People making complaints will be...

- provided with information about the complaint handling process;
- listened to, treated with respect and actively involved in the complaint process where possible and appropriate; and
- provided with reasons for our decision/s and any options for review.

We will advise people as soon as possible when we are unable to deal with any part of their complaint and provide advice about where such issues and/or complaints may be directed (if known and appropriate).

We will also advise people as soon as possible when we are unable to meet our time frames for responding to their complaint and the reason for our delay.

## Providing reasons for decisions

Following consideration of the complaint and any investigation into the issues raised, contact the person making the complaint and advise them:

- the outcome of the complaint and any action taken
- the remedy or resolution/s that are proposed or put in place, and
- any complaint handling options that may be available to the complainant.

After acknowledging receipt of the complaint, we will confirm whether the issue/s raised in the complaint is are within our control. We will also consider the outcome/s sought by the person making a complaint and, where there is more than one issue raised, determine whether each issue needs to be separately addressed.

## Where do complaints go?

**Misleading & Deceptive** – the relevant State or Territory Fair Trading / Consumer Affairs office

**Gambling** – your State or Territory Liquor & Gaming authority.

### General Complaints

For complaints on...

- Taste & Decency
- Alcohol
- Fast Food
- Advertising directed to children

### Ad Standards

Complainants will need to go to the website to complete the form and then forward it to...

[www.adstandards.com.au](http://www.adstandards.com.au)

PO Box 5110, Braddon ACT 2612

### Health Professionals

- Aboriginal and Torres Strait Islander Health Practitioners
- Chinese Medicine
- Chiropractors
- Dentists
- Doctors
- Medical Radiation
- Nursing and Midwifery
- Occupational Therapists
- Optometrists
- Osteopaths
- Paramedical
- Pharmacists
- Physiotherapists
- Podiatrists
- Psychologists

### Australia Health Practitioner Regulation Agency

Complainants will need to go to the website to complete the form and then forward it to...

**Attention:** Offence Assessment Team, AHPRA  
GPO Box 9958  
Melbourne Vic 3001

or email [offence.complaints@ahpra.gov.au](mailto:offence.complaints@ahpra.gov.au)

### Therapeutic Goods

**Complementary medicines** – include vitamins, mineral and nutritional supplements and herbal medicines. The term 'complementary medicines' also comprises traditional medicines.

**Over the counter medicines** – are medicines that are not prescription medicines and are not complementary medicines.

**Devices** – examples of medical devices include:

- artificial hips
- blood pressure monitors
- breast implants
- catheters
- condoms
- lubricating eyedrops
- orthodontics - eg braces, fillings
- syringes
- tongue depressors

### Therapeutic Goods Administration

Complainants will need to go to the website to complete the form and then forward it to...

[www.tga.gov.au/advertising-hub](http://www.tga.gov.au/advertising-hub)

For more information regarding advertising regulations contact Lianne Richards:

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