



# ACCM Advertising Action Sheet

Don't like some ads? Don't like their impact on your children?

Here are some things you can do:

1. Keep young children out of the firing line: they find it hard to tell the difference between an ad and the program
2. Equip older children with knowledge about advertising tactics and how they glamorise products
3. Encourage a "green" lifestyle that connects with nature, and is not reliant on products for enjoyment and entertainment
4. Remember that even adults are not immune to the appeals of advertising
5. Know how and where to complain if you have a problem with a specific ad:
  - on free-to-air TV: write down the station, date, time, name and classification of the program you were watching . You can write to the Complaints Officer at that station, or use the online form at <http://www.freetv.com.au/Content/Common/OnlineComplaintStep1.aspx>
  - on pay TV, contact [astra@astra.org.au](mailto:astra@astra.org.au)
  - in cinemas: if there's a trailer for a film of a higher classification than the feature, you can notify the Classification Board at <http://www.classification.gov.au/Pages/Classification-enquiry.aspx>
  - in all other public spaces ( press, billboards) you need to contact the Advertising Standards Board see <https://adstandards.com.au/complaint-process/complaints-asb-considers>
6. Find out more about the Australian Association of National Advertisers' and other Codes of Ethics at <https://adstandards.com.au/codes-and-cases/codes-and-initiatives>
7. Tell the Australian Council on Children and the Media about your concerns.



Australian Council on  
Children and the Media

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[www.childrenandmedia.org.au](http://www.childrenandmedia.org.au)

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