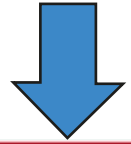


HOW TO COMPLAIN ABOUT AN ADVERTISEMENT

1 - Go to www.adstandards.com.au

2 - Click on the red 'Lodge a complaint' box in the top right hand corner of the screen



3 - Answer the questions on the screen where the blue arrow is pointing

Lodge a Complaint

Home / Lodge a Complaint

The Advertising Standards Board considers complaints about advertising or marketing communications where the complaint is something listed in a number of Industry Codes.

Can we consider your complaint?

In order to make sure you are complaining to the right body, please take time to consider the following before you lodge a complaint:

- Is your complaint about an **advertising or marketing communication**?
- Does your complaint raise an issue that is in one of the **Industry Codes** ?
- Has the Board **already considered complaints** about the advertisement you wish to complain about ?
- Are you a business owner complaining about a competitor's advertising? Refer to **Claims Board**
- **FAQs**

The below questions are designed to ensure that we are able to consider your complaint. Once you have answered the below questions you will be taken to the complaint lodgement form.

LODGE YOUR COMPLAINT

Of the advertising or marketing communication you wish to complain about, what category best describes the nature of the product/service/activity?

Alcohol beverage advertising and marketing communications (including alcohol product names or packaging)

Advertising or marketing for all other products or services

Is your complaint about offensive advertising you have seen on a motor vehicle (not public transport or an image seen online or in a news article)?

Yes

No

Is your complaint about the content of a radio or television program?

Yes

No

Is your complaint about an advertisement for a radio or television program coming up on that same station?

Yes

No

Is your complaint about one particular advertisement you can identify?

Yes

No

Have you seen/heard the actual advertisement?

Yes I have seen/heard the advertisement

No, I was alerted to the advertisement by a news article, blog post or in public commentary, or I was alerted to the existence of the advertisement by a friend or community/lobby group.

Is your complaint about the characteristics of a television advertisement, including the loudness or the frequency of advertisements?

Yes

No

Is your complaint about the specific product/service being advertised (at any time) rather than the content of the advertisement?

Yes

No


Is your concern about the truth and/or accuracy of advertising or marketing communications?

Yes

No

4 - Fill out the online complaint form

Make sure you have all the information collected before you start completing the form.



ABOUT ▾ CODES AND CASES ▾ PRODUCTS AND ISSUES ▾ PUBLICATIONS ▾ FURTHER INFORMATION ▾

BLOG

Cases Search

Lodge a complaint

Online complaint form

Home / Lodge a Complaint / Online complaint form

We take your complaint very seriously. As part of the ASB procedures we will respond to your complaint promptly in writing. Accordingly we need accurate name and contact details to make sure we can get our response to you. A valid email address will expedite this process.

An anonymous complaint or a complaint with insufficient details or false information (e.g. name, postal address or email address) cannot be accepted.

As each complaint is processed as a separate matter, if you have a complaint about more than one advertisement, please submit each complaint on a separate form.

Please ensure you complete all boxes marked with an asterisk (*). If you do not, you will not be able to send this form.

ABOUT YOU

Title *

First name *

Surname *

Organisation or Group that you represent

Age *

Gender *

Street Address *

Suburb/Town *

State/Territory *

Postcode *

Home Phone

Work Phone

Mobile

Email *

I do not have a valid email

YOUR COMPLAINT

What type of advertising or marketing communication are you complaining about? *

Where did you see/hear the advertising or marketing communication? *

Please provide details such as location, channel, station, URL, publication etc.

When did you see/hear the advertising or marketing communication?

Please provide details such as date, time, program, edition etc.

What was the main subject of the advertising or marketing communication?

Name the advertiser/product/brand:

Which category of product or service was being advertised? *



form continues on next page

Please describe the advertising or marketing communication:

This is so we can identify the specific advertisement or marketing communication; Do not include the reasons for your complaint here.

Please tell us why you object to, or were offended by, the advertising or marketing communication:

YOUR PRIVACY

Please note that some general information contained in your complaint, your family name, gender, age bracket and your State/Territory will be disclosed to the advertiser concerned, relevant adjudicator and, if required, an expert adviser, during the course of investigating your complaint.

We may also need to refer your complaint (including your personal details) to another complaints organisation for further consideration.

Please see our [Privacy Policy](#).

I want to keep my identity confidential

Submit

The Advertising Standards Bureau

PO Box 5110
BRADDON ACT 2612
P: (02) 6173 1500
F: (02) 6262 9833

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Site by [Agileware](#)

Congratulations - you have helped in the fight against sexual exploitation - hooray!

If you have any questions or problems with the complaint process please contact us:

Linda Monteith - Centre Coordinator
linda.monteith@acl.org.au

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centreforhumandignity.org.au