

Benefits of a self-regulatory advertising complaints system



Cost

\$400,000 lower cost per year plus set up costs

Responsiveness

Quicker to adapt

Effectiveness

94% of community satisfied or neutral that ASB decisions are in line with community standards

Compliance

92% compliance over the last decade

Efficiency

99.8% of cases resolved in 3 months

The Advertising Standards Bureau manages the complaints function of Australia's self-regulatory advertising system.

During 2016 ASB received **5,529 complaints** and **576 cases** (advertisements) were considered by the Ad Board. On average it took **39 calendar days to complete** all cases.

The ASB's remit covers all advertising and marketing communication mediums. **Mediums which attracted complaints** during 2016 included:

