



Committee Secretary
Senate Legal and Constitutional Committees
PO Box 6100
Parliament House
Canberra ACT 2600
Australia

Dear Madam, Sir,

Thank you for the opportunity to respond to your question on notice.

The Council has existed in its current form since January 2010. It was predated by the Advertising Federation Australia (AFA), formed in 1974. The Advertising Federation Australia did not participate in the Senate enquiry, referenced in the question on notice, by way of submission or appearance.

Following the enquiry and the AANA's review of the Advertising to Children Code in April 2008, the AFA was consulted on the AANA Code for Advertising & Marketing Communication to Children. That review resulted in additional provisions prohibiting sexual imagery in contravention of prevailing community standards and the sexualisation of children through stating or implying that children are sexual beings or that possession or use of any particularly advertised product will enhance sexuality.

Following the review, the AFA conducted a dedicated training initiative through its agency accreditation system to inform the membership of the changes. In addition, in early 2009 we jointly conducted a number of Code workshops with the Advertising Standards Bureau in all major Australian cities.

Yours sincerely,

Daniel Leesong
Chief Executive Officer
The Communications Council