



Advertising CODE OF PRACTICE

As a Member of the Publishers' Advertising Advisory Bureau our publication fully supports the Bureau's Advertising Code of Practice, which states:

In accordance with our belief that the maintenance of high standards of advertising builds character and good business we will, at all times, and to the best of our ability, only publish advertisements which:

- 1** comply with, and not encourage breaches of Commonwealth law and the law of the relevant State or Territory;
- 2** are truthful and not misleading or deceptive;
- 3** are clearly distinguishable as advertisements;
- 4** do not disparage identifiable products, services or competitors in an unfair or misleading way;
- 5** do not portray sexual objectification of individuals or groups of people;
- 6** do not contain anything which, taking into full account both the nature of the specific readership and generally prevailing community standards, is likely to cause serious offence to the community or a significant section of the community;
- 7** advertise any product meant to be used by, or purchased by children, shall not contain anything that includes dangerous practices which would result in their physical, mental or moral harm. Advertisements should not encourage children to place pressure on their parents to purchase the product advertised;
- 8** will not contain content which in any way discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability or political belief; and
- 9** will not include statements which may take advantage of community expectations in relation to protecting the environment, recycling or energy and water efficiency by implying distinctions or benefits in products or services in a misleading way. Any claims made should be scientifically sound and appropriately substantiated.