

SUBMISSION BY THE COMMUNICATIONS COUNCIL
RESPONSE TO THE ISSUES PAPER PUBLISHED BY THE AUSTRALIAN
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The Communications Council welcomes the opportunity to participate in the Review of the Commercial Radio Standards and to have been invited to represent the advertising industry on the panel at the ACMA public forum conducted on May 10.

The Communications Council is the peak body representing advertising and marketing communications agencies in Australia. It incorporates the former Advertising Federation of Australia (AFA), AWARD and the Account Planning Group. It supports, as did the AFA before it, sensible self-regulation, whilst championing a proactive and united industry approach .

The Accreditation program run by The Communications Council ensures that agency staff is informed via tailored in-house workshops of all issues relating to self-regulatory and co-regulatory codes across all media and conducts joint workshops with the Advertising Standards Bureau.

SUMMARY

The Communications Council supports:

1. -The principle that the commercial radio industry should not be burdened with new and/or revised regulation that may not be applicable to other media.
2. -Integrity, credibility and most importantly, transparency, in radio broadcasting. This helps engender trust in the medium and therefore provides an attractive media environment for advertising.

3. -A definition of advertising as a paid form of presentation or promotion of ideas, goods, and services.
4. -Self-regulation by Commercial Radio Australia to ensure advertising is clearly identifiable as such to the ordinary reasonable listener.

The Communications Council comments:

5. -The various disclosure standards introduced in 2000 applied to a specific issue ('Cash for Comment') involving two radio broadcasters which have not been applied to other media.
6. -It is understood that the principles enshrined in the disclosure standard is now commonly accepted and universally applied to the industry.
7. -A wider investigation of the feasibility of greater alignment of self regulation across all media (including digital and other emerging 'new media').

Ends