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## **The Complaints Process from Start to Finish**

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# THE COMPLAINTS PROCESS FROM START TO FINISH

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This presentation will cover

- ASA NZ Overview
- Ingredients for an effective process
- Step by step complaints processing
- Challenges
- Questions





### ASA NZ Overview

- 2.3 Billion NZD media spend
- 792 complaints about 598 ads
- All advertisements, all media
- Codes of Practice (14)



### Ingredients for an effective process

- Jurisdiction
- Code of Practice
- Secretariat
- Independent Chairman
- Complaints Board or Jury
- Sanctions (ad withdrawal, publicity)
- Transparency



## Jurisdiction

- Define the jurisdiction – what will the code cover?
- In NZ – very wide definition includes all traditional media channels along with digital media, email, SMS, social media platforms, posters, pamphlets and billboards



## Code of Practice

- Advertising and Marketing Communication Practice Consolidated ICC Code
- Or develop local codes to set standards in advertising and to judge possible breaches against



### Secretariat - Administrative support

- Receipt and acknowledgment of complaints
- Complainant details
- Tracking complaints
- Complaints assessment and processing



### Independent Chair and Jury

- Independent Chair to guide process
- Jury composition – often a combination of public and industry members
- NZ example



## The Complaints Board meeting

- Triage process in place
- In NZ, meet every two weeks
- Papers sent to members 1 week prior
- Agenda usually 10-15 complaints (200pgs)
- Includes relevant precedent decisions
- Members share their views and vote
- Mix of unanimous and majority decisions



## Sanctions and Transparency

- The consequences of a code breach must be clearly communicated – likely to include withdrawal of the advertisement
- Having a process that is transparent to consumers and Government, helps build trust.



## Right of Appeal

- Natural justice requires a right of appeal
- Limited grounds
- May be referred for a re-hearing
- NZ also has a separate appeal board (3 members)



## Challenges

- Timeliness
- Quality complaints
- New media - compliance
- Education





**Questions?**

**[www.asa.co.nz](http://www.asa.co.nz)**

