



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/018

Where to from Here?

Submitted by: Advertising Standards Bureau (ASB)



**APEC Advertising Standards Forum and
Mentoring Workshop
Beijing, China
8-9 August 2014**



ADVERTISING
STANDARDS
BUREAU

APEC advertising standards forum, - Where to from here? *Beijing*

Fiona Jolly
August 2014

PSU study recommendations

APEC Economies should:

- Share best practice – including in the internet area
- Initiate dialogues on sectoral advertising regulations where there are common interests (noting effect as potential barriers to trade)
- Build capacity for those looking to start or improve effective systems

Share best practice

International Council of Advertising Self-Regulation

- Australia, Brazil, Canada, Chile, Colombia, El Salvador, India, Mexico, New Zealand, Peru, South Africa

Benefits:

- Linked to Europe but autonomous
- Share information on operation of advertising self-regulation
- Talk about we each manage the same issues : complaints handling, awareness raising, research, copy advice, funding etc
- Support and someone to talk to who cares about standards and complaint handling!

Problem: Meets in Europe so \$\$\$\$\$ and time

Something similar closer ??? – would it be useful? Obstacles?

Future Capacity Building

- See hand out
- Topics are based on the feedback that APEC economies gave in the PSU study
- Today's workshop topics were based on some of the identified areas

- What would you need to participate?

Outcome recommendations:

Outcome document to proceed through APEC to the high level meetings (Committee on Trade and Investment)

Recommendations:

- Develop principles in 2015 for APEC economies to use in developing their advertising and self-regulatory regimes;
- Develop and deliver mentoring and capacity building programs in 2015 that aim to help economies adopt these principles;
- Develop an advertising regulatory checklist in 2015 that details key elements of a regulatory framework that facilitates trade and investment and protects consumers; and
- Build public awareness programs of available consumer policy tools, including self-regulatory organizations (SROs) for roll out in 2015-2017.

Next steps

- APEC 2015 - the year of The Philippines
- If we want to do future work in APEC – we need:
 - Engagement and support from your government for work in this area (APEC CTI representatives – establish a relationship and encourage them to support project proposals)
 - Best for the host economy to support any future work proposals

Presentations from both days will be emailed or available to download from ASB website

Working together...Beijing 2014

Standards for advertising and an advertising system based on best practice are important to ensure that the trade and economic benefits from advertising are maximised.

Working together we can share best practice, build capacity and address emerging policy issues