

## **ASA GOVERNANCE BOARD RESPONSE TO THE RECOMMENDATIONS ON THE REVIEW OF THE CHILDREN'S CODES**

**1 March 2017**

Recommendation 1: The ASA accept the Panel's report.

### **Governance Board Response:**

The ASA Governance Board accepts the report of the Codes Review Panel and acknowledges the significant work of the Panel members in bringing together two codes and addressing issues raised by submitters.

Recommendation 2: The ASA adopt the draft Children and Young People's Advertising Code in place of the Children's Code for Advertising Food and the Code for Advertising to Children.

### **Governance Board Response:**

The Governance Board sought advice from the ASA Codes Committee to ensure clarity and certainty in the implementation of the Code. A further round of consultation was undertaken with submitters.

The Governance Board adopts the revised Children and Young People's Advertising Code.

Recommendation 3: Advertisers be encouraged to discuss undertakings on matters outside the jurisdiction of the ASA including packaging and commercial sponsorship agreements directly with government and other stakeholders.

**Governance Board Response:**

The ASA supports the [Healthy Kids Industry Pledge](#), an initiative between industry and the Ministry of Health to “partner with the food and beverage industry to make commitments with that will make a contribution to reducing the incidence of childhood obesity”.

Recommendation 4: The ASA to actively promote the complaints process to consumers and report annually on progress.

**Governance Board Response:**

The ASA is committed to actively promote the complaints process and will include in its annual report progress in this area. In 2016, the ASA established more channels for communication with stakeholders and the public (including social media) and there will be further investment in this area in 2017.

Recommendation 5: Advertisers and media be encouraged to adopt a pre-vetting process for occasional food and beverage advertising to children and young people to support code compliance.

**Governance Board Response:**

Pre-approval of advertising in New Zealand is run by the Association of New Zealand Advertisers (ANZA) using independent adjudicators. The ASA supports the proposal from ANZA to undertake a trial of pre-vetting occasional food and beverage advertising to children once the Code is in place. The ASA will also be undertaking a comprehensive training programme with industry over the next few months.

Recommendation 6: The ASA to work with its members and wider stakeholders to develop robust monitoring of occasional food and beverage advertising compliance.

**Governance Board Response:**

The ASA considers a pro-active approach to code-compliance prior to publication or broadcast via pre-approval the best way to ensure advertisers support the Code rather than a post-publication monitoring process.

Recommendation 7: The advertising industry, government and the health sector to work together to identify a fit for purpose nutrient profile system for advertising food and beverages in New Zealand.

**Governance Board Response:**

The Governance Board supports the Food and Beverage Classification System as the interim system to identify occasional food and beverage products. The Governance Board recommends the food industry liaise with the Ministry of Primary Industries and Ministry of Health to establish a process for stakeholders to identify a fit-for-purpose classification system for advertising occasional food and beverage products.