

SUMMARY OF COMPLAINTS 2017 - MAY 2022

CHILDREN AND YOUNG PEOPLE'S CODE

The code became effective in March 2017.

46

The total number of advertisements complained about under the Children and Young People's Code between 2017 and May 2022. This equates to 1.58% of all ads complained about during this period.

29

The majority of complaints (63%) were related to food and beverage ads.

17

Or 37% were about other products and services ads.

32

Or 70% of advertisements were considered by the Complaints Board.

Thirty-two per cent of ads considered by the Complaints Board between 2017 and May 2022 were either amended or removed. The balance were not upheld as they were assessed by the Complaints Board as not targeting children or young people.