



Media Release **15 November 2011**

Advertisers' new Code includes objectification of women

Women's Health Victoria would like to congratulate the Australian Association of National Advertisers on recent revisions to their Code of Ethics.

The Code now states that 'advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people'.

Ms Rita Butera, Executive Director of Women's Health Victoria, said that 'Women's Health Victoria is really pleased with this development. Advertisements that demean and perpetuate stereotypes of women will be better regulated following these changes, because they will fall within the scope of the Code.'

'Advertising is a powerful force for influencing social attitudes. Objectification of women impacts of girls' and women's health, and it perpetuates attitudes that promote sexual harassment and gender stereotypes.

'The changes mean that the Advertising Standards Bureau will be able to consider whether ads use sex appeal to exploit or degrade women when making decisions about ads that receive complaints', Ms Butera said.

The new Code of Ethics will come into force on 1st January 2012.

-ENDS-

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