



The Advertising Standards Authority of South Africa

(Association incorporated under Section 21)



ISSUES TO BE ADDRESSED

- **Legislative Framework**
- **Public Awareness**



STEPS TAKEN BY THE ASA

- **Research Commissioned**
- **Commitment to raise awareness**
- **Awareness Campaign**

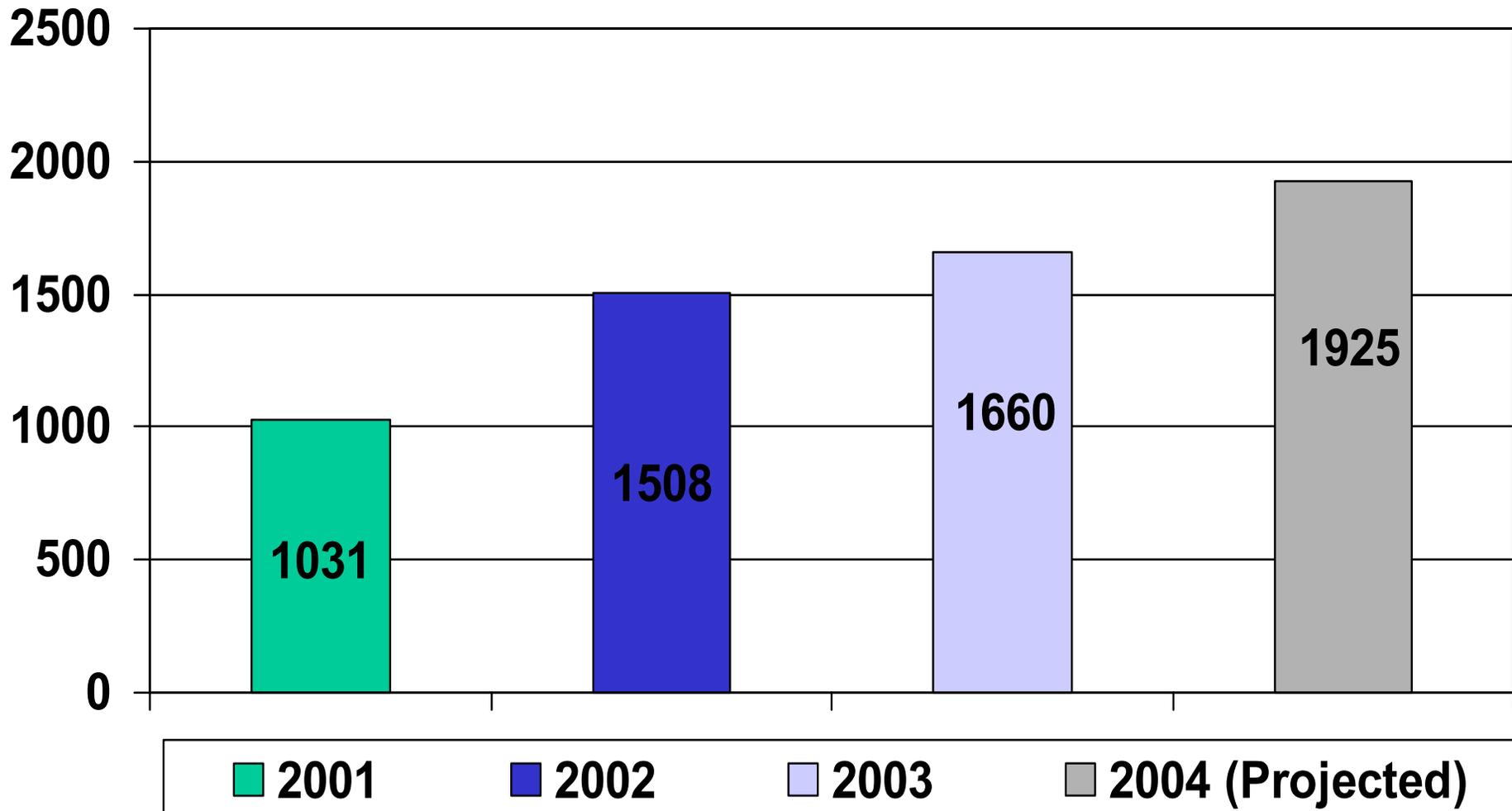


AWARENESS CAMPAIGN

- **TV**
- **Radio**
- **Consumer Code**
- **Website**
- **Newsline**
- **Educational Video**
- **Participation in Educational Initiatives**



INCREASE IN COMPLAINTS



DISCRIMINATION & GENDER

- **Discrimination**
- **Gender Stereotyping**
- **Negative Gender Portrayal**
- **Offensive Advertising**



PUBLIC PARTICIPATION



PUBLIC REPRESENTATION – STANDARDS COMMITTEE

BLACK HOUSEWIVES' LEAGUE	Nomalizo Mabope
CONSUMER FORUM	Lulu Letlape
INDEPENDENT ELECTORAL COMMITTEE	Lindiwe Ndlela
SOUTH AFRICAN BUREAU OF STANDARDS	Dareth Baker
COMMISSION ON GENDER EQUALITY	Themba Kgasi
FAMILY AND SOCIAL ASSOCIATION	Duckie Mothiba
SOUTH AFRICAN NATIONAL CONSUMER FORUM	Lillibeth Moolman
CHILDREN'S BROADCASTING FORUM	Nadia Bulbulia





“Every right claimed has to be consistent with the Bill of Rights whether claimed by advertiser or complainant.”

Gcina Malindi





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