

Australasian College of Road Safety (ACRS)
Ethical Advertising Standards for:



- **Weekly Alert**
- **Journal of Road Safety (JRS); and**
- **ACRS Website**

The Weekly Alert, Journal of Road Safety and ACRS Website are trusted resources for ACRS members and other stakeholders committed to road safety. To maintain this trust and ensure advertising aligns with our mission, we have established the following guidelines for ethical advertising:

1. Relevance to Road Safety

- All advertisements should be directly relevant to the field of road safety or related sectors (e.g., transport safety, public health, urban planning).
- Products, services, or events must demonstrate a clear contribution to improving road safety, reducing fatalities and injuries, or enhancing the professional practice of those working in road safety.

2. Transparency and Honesty

- Advertising content must be truthful, clear, and unambiguous. Misleading or deceptive claims, including exaggerations of product effectiveness or unsupported safety claims, will not be accepted.
- All claims related to the safety benefits of products or services must be supported by evidence-based research. Advertisers may be asked to provide references or data substantiating these claims.

3. Non-Discrimination and Inclusivity

- Advertisements should reflect ACRS's commitment to inclusivity and must not contain discriminatory language, imagery, or implications based on race, gender, age, disability, sexual orientation, or other protected characteristics.
- All visuals and messaging should be respectful and inclusive, presenting diverse individuals engaged in road safety efforts.

4. Respect for Vulnerable Road Users

- Advertising must consider the safety and dignity of vulnerable road users, including pedestrians, cyclists, motorcyclists, children, elderly individuals, and those with disabilities.
- Advertisements must not glorify high-risk behaviours or display practices that compromise road safety (e.g., speeding, reckless driving, or distractions while driving).

5. Environmental Responsibility

- Products or services claiming environmental benefits (e.g., emissions reduction, sustainability) must accurately represent their impact, without “greenwashing” or vague environmental claims.
- Advertisers are encouraged to support sustainability practices and may provide data or certifications demonstrating their environmental commitment.

6. Privacy and Data Security

- Advertisements should respect the privacy of ACRS members and should not contain requests for unnecessary personal information.
- Any links or call-to-action items (e.g., surveys, sign-ups) must comply with privacy regulations and have adequate data security measures in place.

7. Appropriateness and Professional Tone

- The tone and language used in advertising must be professional, aligning with the standards expected by ACRS and its members.
- All content should be free from offensive language, imagery, or innuendo. Advertisements should uphold the reputation of ACRS as a respected body in the road safety community.

8. Compliance with Legal and Ethical Standards

- Advertisements must comply with all relevant laws, codes of practice, and industry regulations in Australia.
- Advertisers are responsible for ensuring that their advertising content adheres to these legal and ethical standards, including those set by the Australian Association of National Advertisers (AANA) and equivalent bodies.

9. Endorsement Disclaimer

- Advertisements in the Weekly Alert do not imply endorsement by ACRS unless explicitly stated. Any content that could be construed as an endorsement must be clearly disclosed as such.

10. Review and Approval Process

- All advertising content will be reviewed by ACRS to ensure alignment with these guidelines. ACRS reserves the right to request modifications or reject any advertisements that do not meet these standards.
- Advertisers are encouraged to submit content well in advance (up to five business days) to allow time for the review process.

By adhering to these ethical advertising guidelines, advertisers contribute to a respectful and professional environment that supports ACRS’s mission to reduce road fatalities and serious injuries. Thank you for helping us maintain the highest standards of communication with our members.