

Service Newspapers' Advertising Terms and Conditions

1. Overview

1.1 The Service newspapers provide content relevant to serving Australian Navy, Army and Air Force personnel. Secondary audiences are Defence families, the ex-Service community, cadets, Defence Australian Public Service employees, Defence industry, media outlets and interested members of the public.

1.2 The Service newspapers will only accept advertising considered appropriate for publication having regard to any relevant Commonwealth State and Territory legislation related to advertising, consumer regulation as well as the terms and conditions set out below.

2. Publisher rights

2.1 Defence reserves the right to review the content of any advertisement and to reject it in part or in full. The appearance of advertising within any publication does not imply Defence endorsement.

2.2 Defence is not required to justify or explain its decisions to accept or reject advertising.

2.3 Acceptance of an advertisement does not mean subsequent advertisements from the

customer, even with the same or similar content, will be automatically accepted.

2.4 All advertising requests are subject to acceptance by Defence.

3. Exclusions

3.1 Advertisements will not be accepted where the content:

- a. promotes or encourages members to leave Defence;
- b. is defamatory, causes offence or incites hatred of any individual, group or class;
- c. contains information which is likely to mislead or deceive;
- d. is of a political nature or contravenes caretaker conventions;
- e. is directed at children 17 years or younger;
- f. is for alcohol or alcohol-related products;
- g. is for tobacco and nicotine or tobacco and nicotine-related products;
- h. is for vaping or vaping-related products;
- i. is for dietary supplements or complementary medicines;

- j. promotes gambling or gaming;
- k. publicises trade promotions or giveaways without appropriate permits or regulatory approval;
- l. promotes adult industry products or services;
- m. promotes tattooing services;
- n. contains logos resembling authorised military logos or Defence branding (this extends to the use of unauthorised Defence logos/images on websites)*;
- o. contains non-approved combat boots, or non-issued carriage and operational protective equipment;
- p. makes unauthorised use of Defence imagery*;
- q. uses Defence members without consent*;
- r. uses testimonials by identifiable Defence members, with the exception of those approved for Defence enterprises*;
- s. suggests that the good or service being advertised has been approved or endorsed by Defence*.

*This exclusion only applies to external non-Defence advertisers



4. Advertisements for financial products or services
 - 4.1 Advertisements should seek to comply (insofar as is relevant to the product or service being advertised) Regulatory Guide 234 – Advertising financial products and services (including credit): Good practice guidance.
 - 4.2 All advertising requests relating to financial products or services must:
 - a. be factual;
 - b. not contain claims that cannot be substantiated, for example ‘guaranteed’ returns;
 - c. not promote financial investment products or services, including investment seminars, investment schemes (including “educational products/services”) or wealth generation concepts;
 - d. not promote schemes, products or services that Defence considers pose an unacceptable risk, for example:
 - the use of Self-Managed Superannuation Funds to borrow money for the purchase of property;
 - margin or other lending for the purchase of higher risk investments including shares or corporate bonds or debentures.
 - e. contain details of relevant licences and other requirements the advertiser needs to hold or meet in order to offer the product or service, for example:
 - Australian Financial Service Licence for financial advisers;
 - Credit Licence for mortgage brokers;
 - real estate agents licence;
 - registration as a tax practitioner for tax advisers.
 - 4.3 Advertisers of financial products or services must provide the following information when submitting an advertisement for consideration:
 - a. Full details of any licences or other requirements the advertiser needs to hold or meet in order to offer the advertised product or service;
 - b. A street address for their business (or explain why they do not have a street address);
 - c. The name of a point of contact for Defence;
 - d. At least two third-party referees (if they are a new advertiser);
 - e. A declaration that no person associated with the advertiser has been:
 - convicted of a crime or offence;
 - found by a court or a regulatory body to have acted unlawfully under the Corporations Act 2001 (Cth), the Australian Securities and Investments Commission Act 2001 (Cth), the Competition and Consumer Act 2010 (Cth), the Trade Practices Act 1974 (Cth) or any other Commonwealth, State or Territory consumer protection law or regulation.
5. Advertisements for real estate
 - 5.1 Real estate advertising must include:
 - a. the full or expected property purchase (or rental) price;
 - b. the address or general locality of the advertised property;
 - c. details of any additional fees or charges;
 - d. the business name, real estate licence number and phone/email of the advertiser (private sellers do not require licence details).
 6. Advertisements for training
 - 6.1 All advertising requests that relate to training products or services must:
 - a. identify if a training organisation is nationally or state registered, and provide a registered provider number;
 - b. disclose the courses the training organisation wishes to promote and specify:
 - whether it is a VET-accredited course (qualifications or skill sets) – if so, the legislated requirement is to use the National Registered Training Logo;
 - whether it is an accredited course only, rather than a national qualification from a training package, in which case the accredited code must be provided;
 - the mode of delivery – course delivery F2F, online delivery, blended or RPL.
 - 6.2 If there is a VET national outcome to an advertised course, but the provider is not an RTO, then they need to disclose the RTO partner and their provider number.