



MEDIA RELEASE

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HON. HEATHER ROY APPOINTED AS INAUGURAL INDEPENDENT ASA CHAIR

The Advertising Standards Authority (ASA) is delighted to announce the appointment of Hon. Heather Roy as its inaugural independent Chair.

Hon. Heather Roy currently chairs the Electricity and Gas Complaints Commissioner's Scheme and Medicines New Zealand. As a former Minister of Consumer Affairs, she is well-placed to lead the ASA in further strengthening the effective model of advertising self-regulation it supports.

While the Complaints Board and Appeal Board have always had Public Chairs, governance has been led by industry members. An external review in 2014 recommended an independent Chair to lead the Governance Committee and an appointment process began in early 2015.

On behalf of ASA members, Lindsay Mouat said: "As a leading industry regulator, the ASA has worked hard to develop a strong process for advertising self-regulation. Hon. Heather Roy's skills and experience will be invaluable in leading the ASA in today's fast-changing advertising world."

Hon. Heather Roy said: "I look forward to leading the Governance Committee of the ASA which is committed to robust industry self-regulation, setting high standards for advertising and providing the public with a forum for complaints."

The appointment takes effect this week.