

# Advertising requirements

## for Short-Term Rental Accommodation (STRA) Register

### What you need to know

Short-Term Rental Accommodation (STRA) advertising requirements are in effect for accommodation providers, booking platforms, and advertising publications that promote STRA premises.

#### For accommodation providers:

Ensure your STRA premises is registered before advertising or accepting bookings. The premises' STRA registration number must be conspicuously displayed (readily visible) in all advertisements.

#### For booking platforms:

Verify that any STRA listing on your platform is compliant. Publishing a prohibited advertisement or listing is an offence.

#### For advertising publications:

Ensure any advertisement or promotion of a STRA premises is compliant before publishing. Publishing a prohibited advertisement is an offence.

### What constitutes a prohibited advertisement?

A prohibited advertisement for short-term rental accommodation is one that:

- relates to a residential premises that is not registered;
- does not conspicuously display the registration number for the premises; and/or
- contains a false registration number for the premises.

Penalties apply for prohibited advertisements.

### What are some examples of advertisements?

An advertisement may be a listing on a booking platform, a print advertisement (e.g. newspaper, magazine, flyer), or an advertisement online, including promotion on a website, blog or social media post. These are just some examples, and the list is not exhaustive.

### Need Help?

You can contact the STRA Register team if you need any assistance with understanding your obligations as a STRA provider.

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