



## MEDIA RELEASE

20 June 2013

### **Woolworths Liquor Group becomes a signatory to the Alcohol Beverages Advertising Code**

The Management Committee of the Alcohol Beverages Advertising Code (ABAC) today announced that Woolworths Liquor Group has become a signatory to the Code. Woolworths Liquor Group includes Dan Murphy's, BWS and Cellarmasters.

Chair of The ABAC Scheme Ltd, Mrs Denita Wawn, said today "the involvement of the Woolworths Liquor Group, as both a producer and retailer of alcohol products, was very much welcomed by the ABAC Management Committee".

Woolworths Liquor already participates in ABAC by pre-vetting many of its advertisements and also co-operation and compliance with any adjudication decision of the ABAC Panel.

In becoming a signatory, Woolworths will commit funding towards the scheme and has to comply with the pre-vetting requirements for advertisements, naming or packing of products.

Director of Woolworths Liquor Group, Brad Banducci, said today, "as Australia's largest liquor retailer, we are pleased to formalise our commitment to the community by joining ABAC as a signatory".

Woolworths Liquor Group joins a large number of alcohol advertisers, representing well over 90% of alcohol advertising in Australia, that have committed to the objectives of the Code to ensure that alcohol advertising is responsible and does not encourage irresponsible consumption or consumption by underage persons.

ENDS.

For further information contact: Mrs Denita Wawn, Chair of The ABAC Scheme Ltd, 0416 145 233

#### Background:

- The Code regulates the content of alcohol advertising and packaging in Australia and alcohol promotion at events. Subject to regular reviews, the Code reflects community expectations and changes in the media and advertising industries.
- The Alcohol Advertising Pre-vetting Service provides independent, confidential advice to advertisers on whether proposed advertisements comply with the Code. This service is offered on a 'user pays' basis.
- The ABAC Adjudication Panel, headed by the Chief Adjudicator, Professor the Hon Michael Lavarch AO, considers public complaints about alcohol advertisements and packaging that fall within the jurisdiction of the Code. The Panel and its deliberations are independent of the Management Committee and the broader alcohol and advertising industry.
- In 2012, alcohol complaints represented 1.47% of all advertising complaints which is a drop from the average of 4% over the previous 5 years.