



PUBLIC STATEMENT

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New best practice advice for responsible digital marketing of alcohol

The Management Committee of the Alcohol Beverages Advertising Code (ABAC) has today published a guide, *“Best Practice for the Responsible Marketing of Alcohol Beverages in Digital Marketing”*.

ABAC, as an industry content code, already covers digital marketing. However, there is currently no guidance to advertisers in how to best manage the placement of alcohol advertising through digital marketing.

In response, ABAC has developed best practice advice to assist the alcohol industry in maintaining high standards of social responsibility.

The advice is intended as guidance to assist alcohol advertisers and agencies in the management of digital marketing particularly relating to age-affirmation and moderation of user generated content.

It is recognised that digital marketing and social media is evolving rapidly and therefore the best practice advice will be reviewed on a regular basis and updated where necessary.

ENDS.

For further information contact:

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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.