



MEDIA RELEASE

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Coles Liquor Group becomes a signatory to the Alcohol Beverages Advertising Code

The Management Committee of the Alcohol Beverages Advertising Code (ABAC) today announced that Coles Liquor Group has become a signatory to the Code. Coles Liquor Group includes Liquorland, Vintage Cellars and First Choice Liquor Superstore.

Chair of The ABAC Scheme Ltd, Mr Gordon Broderick, said today that “the involvement of the Coles Liquor Group, as a retailer of alcohol products, was very much welcomed by the ABAC Management Committee”.

Coles Liquor Group already participates in ABAC by its co-operation and compliance with adjudication decisions of the ABAC Panel.

In becoming a signatory, Coles Liquor Group will commit funding toward the scheme and will participate in the service for pre-vetting of advertisements, naming or packaging of products.

Coles Liquor Group General Manager, Andrew Charlton, said, "We are committed to the responsible service and marketing of alcohol and today, we are pleased to formalise this by joining ABAC as a signatory”.

Coles 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, media spokesperson for The ABAC Scheme Ltd, 0416 145 233> <Alternative: Anna Kelly, Corporate Affairs, Coles, 0438 796 745>

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.