



MEDIA RELEASE

27 March 2014

Alcohol industry boosts awareness of advertising and promotion regulation

ABAC, a government/industry group, which manages the Alcohol Beverages Advertising Code, has today launched a television advertisement to raise awareness of current controls over alcohol advertising and emphasise how anyone can make a complaint.

ABAC spokesman, Mrs Denita Wawn, said research showed there was low awareness across Australia about existing regulation including that anyone has the right to complain about alcohol ads.

The alcohol industry is required to submit its TV advertising for ABAC pre-vetting to assess that messages and images comply prior to broadcast – unlike any other type of TV advertisement in Australia.

Regardless of pre-vetting, anyone can still make a complaint about alcohol advertising if they believe an advertisement doesn't meet the Code's standards relating to:

- Not having a strong or evident appeal to minors;
- Responsible and moderate portrayal of alcohol
- Responsible depiction of the effects of alcohol; and
- Safe use of alcohol.

The advertisements were developed with assistance from Clemenger BBDO in Melbourne and will air on Free TV and Subscription TV.

Note:

For more information please contact Mrs Denita Wawn on 0416 145 233

Further background on ABAC and link to the view the television ad: www.abac.org.au

Background:

- The Code regulates the content of alcohol advertising and packaging in Australia in all media and alcohol promotion at events. Subject to regular reviews, the Code reflects community expectations and changes in the media and advertising industries.
- An 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.