



Media Release

23 June 2014

Strengthened Code on Alcohol Advertising Launched in Canberra

A new *ABAC Responsible Alcohol Marketing Code* was today launched to strengthen and clarify guidelines that assist marketers within the quasi-government/industry arrangements.

The new code was launched to Parliamentarians in Canberra along with a television advertisement to increase public awareness about the code. This follows training presentations to the alcohol and advertising industry in Sydney and Melbourne in the past week reaching more than 400 people.

Mrs Denita Wawn, spokesman for the ABAC Scheme, says often the public is not aware that digital marketing on platforms such as Facebook are covered by the scheme and that the code is constantly being revised to keep up with marketing developments.

The new code follows extensive community research undertaken by ABAC and comes into effect 1 July 2014.

ABAC continues to develop best practice advice to assist the alcohol and advertising industries in maintaining high standards of social responsibility, said Mrs Wawn.

A copy of the new code can be downloaded at www.abac.org.au

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For further information contact:

Mrs Denita Wawn, spokesperson for The ABAC Scheme Ltd, 0416 145 233

Background:

- The new Code regulates the content of all marketing communications in Australia. 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 marketing communications 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.