



MEDIA RELEASE

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Regulation of alcohol advertising meeting community standards

Following the release of the Alcohol Advertising Review Board 2014-15 Annual Report, ABAC Chair, former Commonwealth Senator, the Hon Alan Ferguson, has said that an already strengthened Responsible Alcohol Marketing Code is continuing to work with the alcohol industry to maintain its high standards of social responsibility.

“There is no need for further restrictions as the current system works well and is highly regarded,” said Mr Ferguson.

“Signatories to the Code are committed to ensuring that their marketing complies with the Code’s spirit and intent and ABAC will continue to work with industry to ensure best practice.”

ABAC ensures that alcohol is marketed in a responsible manner and its Management Committee includes a representative on behalf of the Federal Government. Mr Ferguson was appointed Chair of the ABAC Management Committee in July 2015 and provides an independent perspective.

“Although it is a quasi-regulated system, it is subject to regular reviews and the independent Complaints Panels has significant representation from public health experts, advertising specialists and is chaired by former Attorney General, Professor the Hon Michael Lavarch AO.”

The ABAC Responsible Alcohol Marketing Code regulates the content of alcohol marketing, promotion, and packaging in Australia. The Code reflects changes in the media and advertising industries along with community expectations through extensive community research.

“The Responsible Alcohol Marketing Code is robust and has been updated as a result of changes in community standards,” said Mr Ferguson.

The Code was reviewed and strengthened in 2014 and complements Australian legislation, the Australian Association of National Advertisers Code of Ethics, and media-specific codes relevant to the placement of marketing. There is also an independent panel that considers public complaints about alcohol marketing communications.

For further information, please contact:

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