



THE
ABAC
SCHEME
LIMITED

2015 year in review

From the Chair



This year saw the implementation of a number of new initiatives arising from an independent review of ABAC's governance and operations in 2014. The review recommendations were considered carefully by the Committee and then implemented throughout 2015.

The first initiative was my appointment as the inaugural independent Chair to the ABAC Management Committee. The ABAC Management Committee comprises representatives from the alcohol and advertising peak industry associations together with a Commonwealth Government representative. The role of Chair has, to date, rotated annually among industry members of the Management Committee and this appointment has and will continue to provide independence, continuity and a fresh perspective for the Management Committee.

The Hon Alan Ferguson
Chair, ABAC Management Committee

Key ABAC Scheme developments in 2015

In 2014, Directors Australia conducted an independent review of the ABAC Scheme governance and operations and made a number of recommendations.

The Management Committee considered and implemented the following recommendations during 2015:

- appointment of the Hon Alan Ferguson as independent Chair of the ABAC Management Committee
- appointment of deputy Chief Adjudicator, Debra Richards
- development of a strategic plan
- development of a communications strategy
- redrafting of the ABAC Rules and Procedures to increase clarity and to improve ABAC operations, in particular:
 - clear timeframes for removal of marketing material found to breach the ABAC Code
 - greater consistency and clarity of mandatory pre-vetting requirements
 - improvements to ABAC Panel procedures
 - clarity as to qualification, appointment and renewal of both panelists and pre-vetters.

Key 2015 statistics

1589 marketing communications pre-vetted (204 rejected prior to market)

133 complaints resulting in 29 determinations by the ABAC Panel

7 determinations upheld complaints leading to timely removal of material

22 the average number of business days determinations completed within (target 30)

2015 marketing in breach of code standards

Little Fat Lamb Hard Apple Cider packaging by Fluid Beverages

The ABAC Panel decided that the label had strong or evident appeal to minors as the little fat lamb was drawn in a cartoon style reminiscent of that used in materials directed to children, the colours used for the lamb and scenery would be particularly appealing to children, the font used for the name and description of the product is reminiscent of a childish style of writing and appears to be 'coloured in' as might take place with a children's colouring in book and the combination of the label with the plastic bottle used creates confusion with a soft drink.

The distributor of Little Fat Lamb Cider in Australia advised that the product in its current packaging would no longer be produced.



Facebook drinks promotion by Soho Bar

The ABAC Panel found the ad could be interpreted as promoting excessive consumption and irresponsible or offensive behaviour related to alcohol use by displaying a woman affected by alcohol use lying in an alley together with a drinks promotion.

The post was removed prior to the complaint being notified to Soho Bar.



Jack Daniels Youtube ad by Brown Forman

The ABAC Panel decided that the ad created an impression that the product was not only present at a number of historic music events but was a contributor to the success of the events and the artists who are depicted. The advertisement was removed within five business days of the determination.



XXXX tv ad by Lion

The ABAC Panel decided that the depiction of alcohol being consumed by the main character while tending to a barbecue (an activity which requires alertness and awareness of the inherent risk) where the barbecue had caught fire (elevating the inherent risk), breached the ABAC standard relating to safety and alcohol use.

The advertisement was removed within 48 hours of the determination.



Lowenbrau Keller outdoor and digital ads by Urban Purveyor Group

The ABAC Panel decided that one of the models in the 'Make Mein a Dubbel' ad looked to be under 25 years of age and that the social media post promoted alcohol-related offensive behaviour, namely sexual harassment of women.

The ads found to breach the ABAC standards were removed on or prior to notification of the determination.



Bavarian Bier Café outdoor ad by Urban Purveyor Group

The ABAC Panel decided that the ad is suggesting that alcohol is at least a cause of 'Steve' achieving confidence and success, namely overcoming his shyness. The outdoor advertisement was removed within 16 days of the determination.



Bavarian Bier Café outdoor ads by Urban Purveyor Group

The ABAC Panel decided that the ad encouraged excess consumption and suggested alcohol could be a cause of a change in mood by the use of the phrase 'Get Oktoberfested' and the depiction of a group of people, holding alcohol beverages and shown in a highly animated and boisterous state consistent with excess consumption.

The advertiser removed the ad prior to the determination being made.

