



## ABAC Industry Briefings 2016

The ABAC Management Committee and the Communications Council invite you to attend an important interactive briefing seminar on the ABAC Responsible Alcohol Marketing Code.

This seminar will include presentations by:

- Professor the Hon Michael Lavarch AO, the Chief Adjudicator of the ABAC Adjudication Panel, on alcohol marketing regulation in Australia, in particular the ABAC Code provisions and complaints procedures. It will include case studies on how the ABAC Code has been applied by the Panel and will reflect on the two years since the ABAC Code was substantially revised.
- Ms Bernadette Healey (Melbourne) and Mr Ross Moyle (Sydney), Pre-vetters with the Alcohol Advertising Pre-vetting Service, on the pre-vetting process and how advertisers can best use the AAPS service to meet their obligations to develop responsible alcohol marketing.

The Chair of the ABAC Scheme will also provide a short overview on ABAC changes over the past two years. Attendees will have an opportunity to ask the presenters questions about the ABAC Code standards and also complaint and pre-vetting procedures.

### Who should Attend:

This seminar is a 'must' attend for any alcohol producer, distributor or retailer and any advertising, public relations or media agencies who work on alcohol products (including distribution and retail).

### What's covered:

Background and update on the ABAC Responsible Alcohol Marketing Code, complaints management system, pre-vetting process, case studies and Q & A.

### Where:

**Melbourne** Venue: National Gallery Victoria, Clemenger Auditorium  
180 St Kilda Rd  
Melbourne  
Date: 22 June 2016 at 9.30am (2 hours)  
Tickets: \$35 (inc GST)

**Sydney** Venue: SMC Conference & Function Centre  
66 Goulburn Street  
Sydney  
Date: 24 June 2016 at 9.30am (2 hours)  
Tickets: \$45 (inc GST)

Previous briefings have booked out so reserve your place soon via the following links:

**Melbourne:** <https://www.trybooking.com/Embed.aspx?eid=201142>

**Sydney:** <https://www.trybooking.com/Embed.aspx?eid=201103>