



MEDIA RELEASE

February 2017

The ABAC Scheme Year in Review

The Alcohol Beverages Responsible Marketing Scheme (ABAC) today released a review of its 2016 operations.

ABAC Chair, the Hon Alan Ferguson said, “the report highlights the Scheme’s commitment to continual improvement, highlighted by work undertaken in the evolving area of digital marketing”.

During 2016 digital marketing was a focus and the ABAC Best Practice for Responsible Digital Alcohol Marketing was reviewed and updated in light of changes in digital marketing technology.

The Scheme’s pre-vetting service checks alcohol ads prior to publication (1416 ads during 2016) and its complaints process assesses public complaints about alcohol marketing.

The ABAC Adjudication Panel made 34 determinations relating to complaints received in 2016, with 10 upheld and 24 dismissed. All marketing materials for upheld complaints were removed.

Mr Ferguson thanked members of the public for registering their concerns and he encouraged people to continue to do so. As well Mr Ferguson complimented the companies involved for their co-operation and their timely compliance with the complaints process and removal of offending material where required.

To find out more about the Code , see www.abac.org.au

ENDS.

For further information contact the ABAC Management Committee Chair, The Hon Alan Ferguson: 0419 836 507

Background:

- The ABAC Responsible Marketing Code regulates the content of alcohol marketing and packaging 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 marketing complies 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 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.