

Australia's Responsible Alcohol Marketing Scheme

12 April 2018

2017 ABAC Scheme Annual Report

Australia's Responsible Alcohol Marketing Scheme (ABAC) today released its annual report and review of its 2017 operations.

ABAC Chair, the Hon Alan Ferguson said, "2017 was an exciting year for ABAC with its standards for the content of alcohol marketing extended to also regulate where alcohol marketing can be placed".

"The new restrictions came into effect on 1 November 2017 to ensure alcohol marketing does not target under 18 year olds."

"We were also pleased to see that research on community expectations for alcohol marketing released in 2017 shows that community concerns about alcohol marketing are addressed within the ABAC Code standards and ABAC Panel decisions are generally more conservative than the community."

The Scheme's pre-vetting service checks alcohol ads prior to publication (1453 requests during 2017) and its complaints process assesses public complaints about alcohol marketing.

The ABAC Adjudication Panel made 43 determinations relating to complaints received in 2017, with 7 upheld and 36 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.

ABAC's Annual Report and Year in Review for 2017 is available online at:
<http://www.abac.org.au/publications/annual-reports/>

More information about the Code is also available at www.abac.org.au

ENDS

Media Contact: ABAC Deputy Chair, Brett Heffernan, is available on 0467 650 020.