

2018

YEAR IN REVIEW

FROM THE CHAIR

On 1 July 2018 ABAC celebrated 20 years of responsible marketing regulation in Australia. Over those years ABAC has provided an effective but flexible framework within which standards for responsible alcohol marketing are set and regularly evaluated. A [report](#) published in July outlines the significant development of the Scheme over the past 20 years and illustrates the way in which the Scheme has responded to changes in community expectations and the significant evolution in the media landscape.

Since my appointment in June, I have been encouraged that those responsible for ABAC have continued their serious intent to ensure that the scheme operates effectively. In addition I am now fully aware the ABAC operates in a marketing landscape that is ever changing. Our challenge is to keep pace with changes in the digital media landscape.

Mr Harry Jenkins AO
Chair, ABAC Management Committee



ABAC - AUSTRALIA'S RESPONSIBLE ALCOHOL MARKETING SCHEME

KEY ABAC INITIATIVES

ABAC Education & Awareness continued to be a focus in 2018 with:

- > Wider engagement and education (Independent Brewers Association, State Liquor Licensing Authorities, digital platforms, media associations)
- > Improved education of the regulated community via a free annual webinar
- > Implementation of quarterly reports released publicly and available on the ABAC website
- > Digitisation and update of ABAC publications

UPDATED RESOURCES

The ABAC Guidance Notes have been updated to provide guidance to marketers on the application of Part 3(a)(iv) of the ABAC Code which prevents marketing that encourages the choice of a particular Alcohol Beverage by emphasising its alcohol strength (unless lower than typical) or the intoxicating effect of alcohol.

[ABAC Guidance Notes >](#)

ABAC Digital Best Practice document has been updated to provide advice on best practice in the use of social media influencers.

[ABAC Digital Best Practice >](#)

1751

Requests to pre-vet marketing

228 rejected prior to entering market.

154

Complaints

Resulting in **61 determinations** by the ABAC panel.

21

Determinations upheld

[Access via the ABAC Website >](#)

22

Day turnaround

The average number of business days determinations were completed within. The target was 30 days.