**Australia’s Responsible Alcohol Marketing Scheme**

26 April 2019

**ABAC Pre-vetting Maintains Responsibility as Alcohol Breaches Decline**

THE release of the Alcohol Beverages Advertising Code’s (ABAC’s) First Quarterly Report for 2019 shows a significant decrease in complaints and ABAC Panel decisions when compared with the same time last year. Ad Standards offers the public an opportunity to complain about any advertising that concerns them at <https://adstandards.com.au/lodge-complaint> and all complaints relating to alcohol are passed on to ABAC.

“This quarter saw only one breach of the Code. A Twitter post failed to meet the standards set by the ABAC Code as it implied it is a common and acceptable experience to use excessive alcohol consumption to navigate difficult situations. The post was removed by the company on receiving the complaint and they advised they would review their social media posts,” Harry Jenkins AO, the Independent Chair of ABAC, said.

“In none of the content breaches outlined this quarter or in fact over the past two years had the marketing or packaging been pre-vetted by ABAC. The Alcohol Advertising Pre-vetting Service continues to be an important aspect of ABAC’s work and a highly effective means of preventing irresponsible alcohol marketing reaching the community. While complaints and breaches decreased, the volume of pre-vetting requests were similar to last year and the percentage of marketing rejected by the pre-vetting service and therefore never reaching the market increased.”

“When engaging in alcohol marketing on social media and through influencers, it is important to note that all the same ABAC and AANA Code of Ethics standards must be met as for traditional forms of advertising. Companies, their agencies and partners must be familiar with the content and placement standards and also the best practice guide for digital marketing,” Mr Jenkins added.

ABAC’s First Quarterly Report for 2019 detailing these and other decisions is available [online](http://www.abac.org.au/wp-content/uploads/2019/04/ABAC-Q1-2019-Quarterly-Report.pdf). More information about the Code is also available at: [www.abac.org.au](http://www.abac.org.au)

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