

Australia's Responsible Alcohol Marketing Scheme

17 March 2020

2019 ABAC Scheme Annual Report

Australia's Responsible Alcohol Marketing Scheme (ABAC) today released its annual report and review of its 2019 operations.

The ABAC Independent Chair, Harry Jenkins said, "Throughout its over twenty year history ABAC has been alert to changes in the alcohol marketing landscape. Whilst 2019 was another busy year for ABAC, with a marked increase in Adjudication Panel decisions and a higher proportion of complaints upheld, ABAC continued to respond by communicating with industry about issues that arise and developing suitable guidance and compliance materials in order to further educate the industry on areas for improvement".

"The Scheme's pre-vetting service checks alcohol ads prior to publication and its complaints process assesses public complaints about alcohol marketing. The ABAC Adjudication Panel made 68 determinations relating to complaints received in 2019, with 39 upheld and 29 dismissed."

"Record pre-vetting requests were received in 2019 - 2,192 pre-vetting requests up 25% on last year. Pre-vetting remains the easiest and most efficient way for marketers to ensure their promotions are responsible before hitting the marketplace. The service benefits the community in identifying alcohol marketing that doesn't meet ABAC's standards, with 346 marketing communications rejected in 2019 and therefore not entering the market. The pre-vetting service is available to both signatories and non-signatories to the Scheme. All alcohol producers, distributors and retailers are encouraged to utilise this valuable service"

ABAC's Annual Report and Year in Review for 2019 are available online at:
<https://www.abac.org.au/publications/annual-reports/>

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

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