

Australia's Responsible Alcohol Marketing Scheme

14 April 2021

2020 ABAC Scheme Annual Report

Australia's Responsible Alcohol Marketing Scheme (ABAC) today released its annual report and review of its 2020 operations.

The ABAC Independent Chair, Harry Jenkins said, "The global COVID-19 pandemic disrupted many aspects of normal life during 2020. Throughout all this ABAC proceeded at record levels of activity. Whilst the ability to have face to face interaction when required was lost for large parts of the year, timeliness of decisions and actions continued. The public health measures responding to the pandemic saw the closing of licensed premises, a rise in activity of bottle shops/off licences and use of delivery services. The tight economic environment resulted in some producers arranging their own marketing without reference to the Code. After an initial spate of concern, greater compliance with Code requirements became apparent".

"The task of education, training and awareness remained an ongoing priority. Work commenced on a series of training videos and an online training course released in early 2021. These will complement the annual webinar which had record participation. Tailored training provided to the Independent Brewers Association and a session at the Australian Distillers Association conference are examples of the willingness to pursue opportunities to increase the understanding of ABAC. The transparency and access to decisions on the website and the quarterly reporting of activity underscore the Scheme's intent to inform and educate."

"The pre-vetting service is perhaps the unheralded pro-active success story of the ABAC scheme. During the year there were a record 2424 pre-vetting requests, of these 371 were rejected. These numbers are important, representing proposals that then go into the market with a high level of assurance that they comply to requirements. To put the level of assurance into perspective, only two pre-vetted items were later subject to a complaint that was upheld, that is two of over two thousand. Insufficient credit is given to this activity by observers and critics. A great debt of gratitude is owed to our Pre-vetters."

ABAC's Annual Report and Year in Review for 2020 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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