

## Australia's Responsible Alcohol Marketing Scheme

9 April 2021

### **New Online Training Course to assist marketers meet ABAC standards**

The Alcohol Beverages Advertising Code (ABAC) has continued to see high levels of activity this quarter, in complaints, determinations and pre-vetting requests.

“2020 set a new record for determination levels, and this trend has continued into the first quarter of 2021.” ABAC Chair Harry Jenkins AO noted.

“Digital marketing continues to be the largest source of complaints considered by the Panel and the Code standards most commonly breached this quarter include images of alcohol use in conjunction with swimming pools and suggestions that alcohol has some sort of therapeutic benefit.

Industry education and training continues to be a high priority for ABAC. ABAC has updated guidance resources on the ABAC website and recently released a free comprehensive online training course and video series easily accessible through the ABAC website. There has been an initial strong uptake of the course by both signatories and non-signatories and very positive feedback has been received on how interesting and helpful the course is in reinforcing alcohol marketers' understanding of the Code and its application. ABAC encourages all alcohol marketers and their agencies to undertake the course. The time commitment of just over an hour will significantly assist marketers avoid Code breaches and demonstrate their commitment to responsible alcohol marketing.

ABAC's pre-vetting service continues to perform strongly with higher pre-vetting requests received when compared with the same quarter last year. The pre-vetting service complements ABAC's training initiatives and resources and we encourage all alcohol producers, distributors and retailers to utilise this valuable service.”

ABAC's First Quarterly Report for 2021 detailing decisions made during the past quarter is available at: [www.abac.org.au/wp-content/uploads/2021/04/ABAC-Q1-2021-Quarterly-Report-April-2021.pdf](http://www.abac.org.au/wp-content/uploads/2021/04/ABAC-Q1-2021-Quarterly-Report-April-2021.pdf).

More information about the Code is also available at: [www.abac.org.au](http://www.abac.org.au)

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