

Australia's Responsible Alcohol Marketing Scheme

6 December 2021

Australian Distillers Association joins Alcohol Marketing Regulator

The Management Committee of the Responsible Alcohol Marketing Code (ABAC) today announced that Australian Distillers Association has become a signatory to the Code.

Australian Distillers Association is the peak industry body for craft distillers in Australia. It was founded in 2004 and currently has over 350 members across all States, Territories and overseas.

Independent Chair of ABAC, Harry Jenkins AO, said the involvement of Australian Distillers Association is very much welcomed by the ABAC Management Committee.

“Taking this step supports the association’s stated aim of promoting the responsible consumption of alcohol. In becoming a signatory, Australian Distillers Association members will abide by the ABAC Responsible Alcohol Marketing Code and participate in the service for checking of proposed advertisements or packaging of products. The Association’s members join a large number of alcohol marketers (representing 93% of alcohol producer and distributor and 59% of alcohol retailer advertising media spend in Australia), that have committed to the objectives of the Code to ensure that alcohol advertising does not encourage irresponsible or unsafe consumption or consumption by under 18s.”

ADA Chief Executive Officer, Paul McLeay, said,

“Australian Commercial Distillers take their responsibilities very seriously. We are committed to maintaining the highest standards of production, safety, integrity and responsible service and marketing of our products. The Australian Distillers Association is proud to become a direct signatory to the ABAC Code on behalf of our 350 members Australia wide.”

More information about ABAC is available at www.abac.org.au.

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