

## Australia's Responsible Alcohol Marketing Scheme

13 April 2022

### **Changes to ABAC's Pre-vetting Service in 2022**

The Alcohol Beverages Advertising Code (ABAC) has seen a significant reduction in complaints and determinations this quarter, but continuing strong demand for ABAC's pre-vetting service.

"Demand for ABAC's pre-vetting service continues to trend upwards, with higher levels of activity (782 requests) when compared with the same quarter last year." ABAC Chair Harry Jenkins AO noted

"We were pleased to see alcohol producers and retailers continue to increase their use of this service as an important independent check that their marketing communications and packaging meets responsible alcohol marketing standards. Pre-vetting is the easiest and most efficient way for marketers to check their promotions and packaging are responsible before hitting the marketplace. Pre-vetting may be undertaken by both signatories and non-signatories and we encourage all alcohol producers, distributors and retailers to utilise this valuable service.

"This year has seen changes to the ABAC pre-vetting service. We welcome Sally Walsh, who has extensive experience in advertising account management and also teaches marketing at UTS Business School. We also take this opportunity to express our gratitude to Martin Salkild on concluding over 11 years of service as an ABAC pre-vetter. In addition, we are transitioning to a new upgraded pre-vetting lodgement system, which will bring considerable efficiencies for both users and ABAC.

"We wish to remind alcohol advertisers that ABAC's placement rules require available age restriction controls to be applied to restrict alcohol marketing on social media to adults and this is an area currently being monitored. The ABAC website includes links to a range of resources that provide step by step guides to activating age restrictions."

ABAC's First Quarterly Report for 2022 detailing decisions made during the past quarter is available [online](#).

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

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