

2022

YEAR IN REVIEW

ABAC - AUSTRALIA'S RESPONSIBLE ALCOHOL MARKETING SCHEME

FROM THE CHAIR

Over the past few years ABAC has had a strong focus on improving awareness of ABAC standards and compliance by the regulated community. After sharp increases in determinations and breaches in 2020, ABAC implemented a comprehensive series of training videos and an online training course in early 2021. By the end of 2022 this course had been completed by over 650 industry participants. These resources are invaluable in assisting alcohol marketers to understand the Code standards and how to achieve responsibility in alcohol marketing and packaging.

ABAC built on these resources by developing a set of compliance checklists in 2022. The checklists were developed in light of the findings of pro-active compliance monitoring commissioned by ABAC and completed in 2022. These resources complement the ABAC Pre-vetting Service which pro-actively checks alcohol marketing for ABAC compliance before it reaches the market.

While 2022 saw a significant decline in determinations and breaches, the publicly available determinations by the ABAC Adjudication Panel continue to provide valuable guidance to the alcohol industry on responsible marketing. I am encouraged that all breaches arising from complaints received in 2022 resulted in removal, discontinuation or a commitment to modify the material. ABAC signatories statistically receive far fewer breaches than non-signatories, due to their increased engagement with ABAC and use of the ABAC pre-vetting service.

KEY ABAC INITIATIVES

ABAC Education & Awareness

ABAC Education & Awareness is key to ensuring industry compliance. In 2022 ABAC:

- developed checklists for ABAC compliance of the content and placement of alcohol marketing;
- promoted its comprehensive series of compliance training videos and free ABAC online training course, which was undertaken by around 220 company and agency staff in 2022;
- delivered tailored in-house training sessions on ABAC compliance for companies and agencies; and
- communicated with the regulated community in relation to ABAC developments and issues both directly and via circulars, upheld determination alerts and quarterly reports released publicly and made available on the ABAC website;

Compliance Monitoring

In 2022 ABAC commissioned pro-active compliance monitoring for the first time, checking activation of age restriction controls across social media platforms. The process highlighted where education initiatives need to be focused, and also the practical barriers to compliance, particularly for small alcohol companies.

These findings prompted a range of actions, including:

- practical assistance to enable companies to achieve compliance;
- the development of a set of checklists that provide links to step by step instructions on how to activate age restriction controls on social media platforms, which are useful for self-audit of systems and accounts;
- feedback to social media platforms on simplification of age restriction; and
- a commitment to undertake further monitoring.



Mr Harry Jenkins AO
Chair, ABAC Management
Committee



THE
ABAC
SCHEME
LIMITED

3397

Requests to
pre-vet marketing

590 rejected prior
to entering market

126

Complaints

Resulting in
63 determinations

28

Determinations upheld

Resulting in
100% Compliance

[Access via the ABAC Website >](#)

17.7

Business Day
Turnaround

The average number of business
days determinations were
completed within. (30 day target)