

Australia's Responsible Alcohol Marketing Scheme

2023 Third Quarter Report



OVERVIEW

The ABAC Responsible Alcohol Marketing Code (the Code) sets standards for responsible alcohol marketing in Australia and regularly measures its determinations externally to ensure it is in line with community expectations. The Code regulates both the content and placement of alcohol marketing across all advertising mediums.

During this quarter the transition to the application of the new revised ABAC Code has commenced. The [new Code](#) is available on our website. We encourage everyone who is involved in the marketing of alcohol to complete the one hour free online training course which has been updated to reflect the new provisions - available [here](#).

Recent ABAC Panel determinations continue to offer guidance to industry and highlight areas where care is needed when developing marketing. Showing or directly implying alcohol consumption before or while swimming in a pool was the most common reason for a Code breach last quarter. It is well understood that for obvious safety reasons a person should not drink alcohol and then swim, and therefore companies should not show this behaviour when promoting alcohol products and sales. Royal Life Saving Australia caution [here](#) that alcohol consumption can significantly increase the risk of drowning.

Additional guidance in Panel decisions:

- Alcohol marketing must not suggest that alcohol will improve your confidence, mood or happiness. The Panel has found that suggestions that alcohol will help you 'float away', 'escape the ordinary' or 'come alive' was found to breach this standard. Recent decisions provide useful guidance [here](#) and [here](#).
- Alcohol products cannot be promoted as a mechanism for hydration. Read the determination [here](#).
- There have been fewer complaints about irresponsible alcohol consumption this quarter, however, care should be taken that social media posts do not show long pours from a height and long and deep drinking, as this can suggest rapid or excessive consumption. The determination is available [here](#).

KEY STATISTICS

Complaints	47
Raising Code issues and referred for determination	32
Not raising Code issues*	10
Raising an issue previously considered by the Panel	2
Raising an issue consistently dismissed by the Panel	3
Determinations	20
Dismissed	12
Upheld	6
Upheld - Expedited	2
Pre-vetting	848
Rejected	80
Pending	5

* Complaints that did not raise Code issues fell outside the scope of the scheme as they raised concerns outside ABAC standards such as the advertising not being for an alcohol product, failure to disclose as advertising, a general objection to alcohol advertising and bait marketing which can fall within the scope of other regulators, including Ad Standards.

RECENT ALCOHOL MARKETING COMPLAINTS

Breach of ABAC Standards

The Empire Hotel (complaint regarding content)

Complaint: Concern that three videos posted to TikTik variously encourage the excessive consumption of alcohol, suggest that alcohol can cause a change in mood and/or suggest that its consumption can lead to social or other success.

ABAC standard (previous Code): Alcohol marketing must not:

- show or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;
- suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment; and
- show the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success.

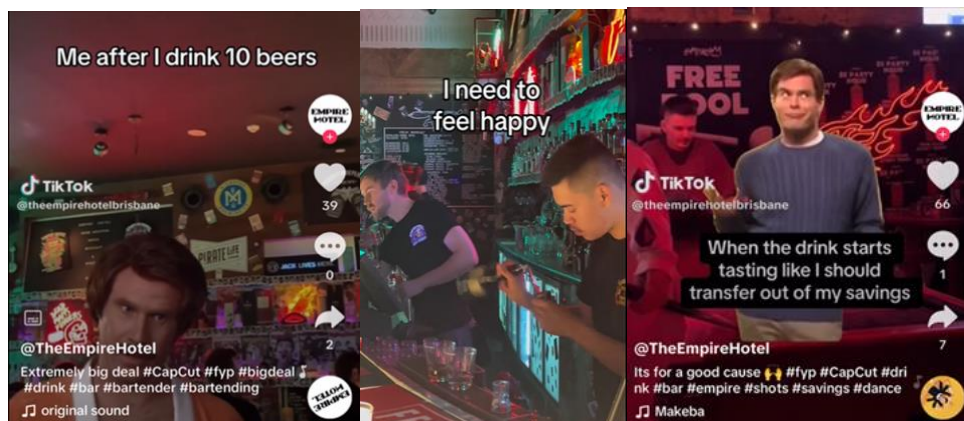
Decision: The first video shows character Ron Burgundy from the Anchorman movies, superimposed over a bar background, saying “I don’t know how to put this, but I’m kind of a big deal. People know me.” The video is headed up by the words “Me after I drink 10 beers”. The Panel believes that the video breaches standards in Part 3 (a)(i), (c)(i) and (c)(ii). While the background image of the bar scene is not problematic, the positioning of the prominent text of ‘Me after I drink 10 beers’ clearly frames the understanding of the post by:

- establishing excessive consumption is acceptable; and
- implying alcohol consumption leads to a significant change in mood and to a person becoming more socially confident.

Video 2 video shows people working behind the bar. It is superimposed firstly with the words ‘I need to feel happy’ followed by ‘Drinks at the Empire [winking emoji]’. The Panel believes that Video 2 breaches Part 3 (c)(i) of the Code by suggesting the consumption or presence of alcohol may create or contribute to a significant change in mood. In particular the words ‘I need to feel happy’ imply that a person is not currently happy and the video suggests that drinks at the Empire will make them happy.

Video 3 shows the comedian and actor Bill Hader dancing to Makeba by Jain. The caption for the video reads ‘When the drink starts tasting like I should transfer out of my savings’. The Panel believes that the video is inconsistent with Part 3 (a)(i) and (c)(i) of the Code due to the probable understanding given by the text ‘When the drink starts tasting like I should transfer out of my savings’. This message implies that a person’s level of alcohol consumption has significantly altered mood and behaviour.

The Company removed the posts.



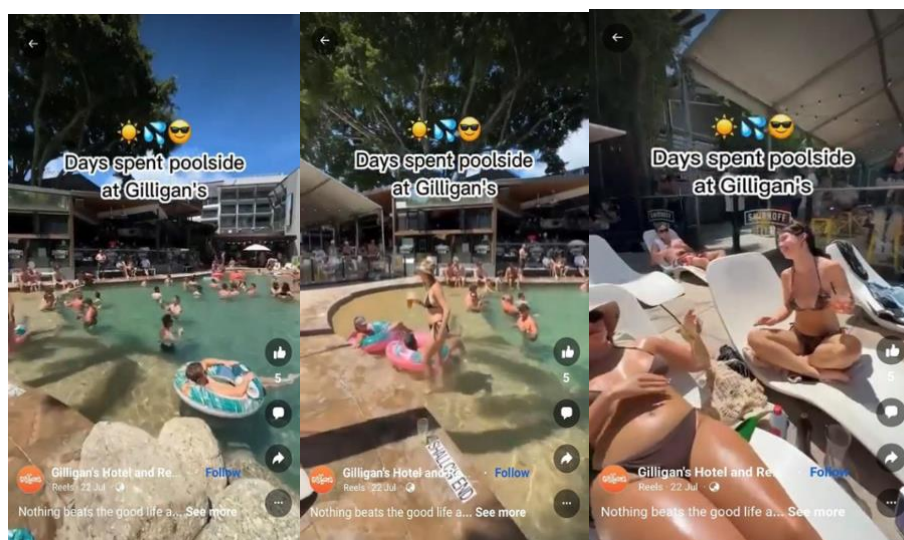
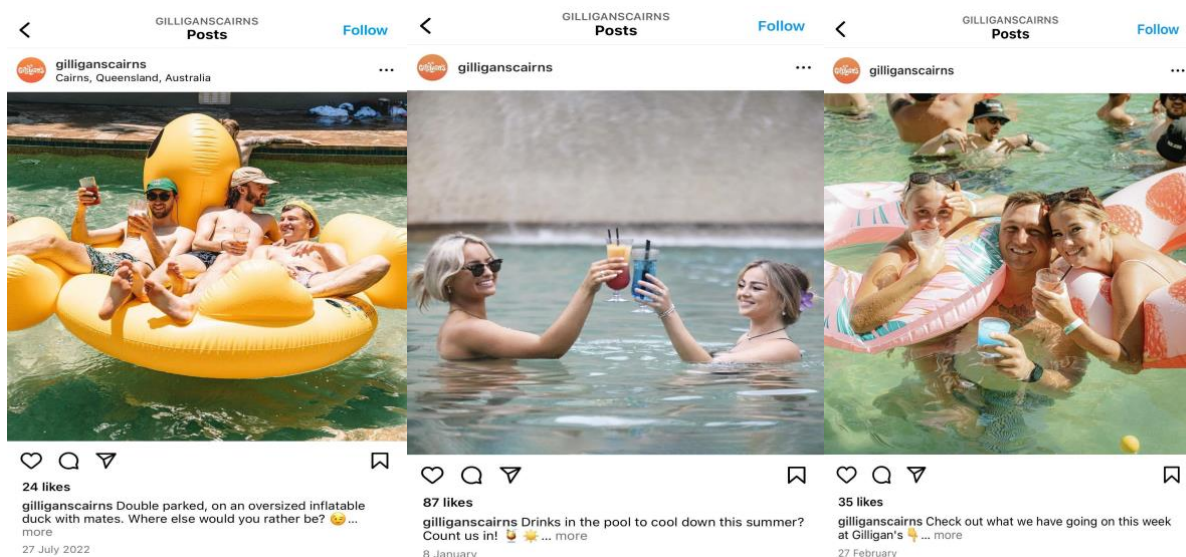
Gilligan's Hotel Cairns (two decisions regarding content).

Complaint: Concern that the static and video posts and website imagery show alcohol consumption before or while swimming.

ABAC standard (previous Code): Alcohol marketing must not show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during an activity that, for safety reasons requires a high degree of alertness or physical coordination, such as swimming (previous Code).

Decision: The Panel considered that the posts are inconsistent with the Part 3 (d) standard. The posts show alcohol use while actually swimming or wading in a swimming pool or raise the reasonable implication that swimming will occur after alcohol consumption. Swimming is an activity that, for safety reasons, should not be done in conjunction with alcohol consumption.

The Company declined to take action in relation to the posts as they respectfully disagreed with the determination. In accordance with ABAC Rules & Procedures the matter was referred to the Qld Office of Liquor and Gaming Regulation.



Testalonga El Bandito I Wish I Was A Ninja (complaint regarding content)

Complaint: Concern that packaging shows alcohol consumption while swimming.

ABAC standard (previous Code): Alcohol marketing must not show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during an activity that, for safety reasons requires a high degree of alertness or physical coordination, such as swimming.

Decision: The Panel noted that the label does not show the man physically drinking from the glass he is holding, but it is a reasonably direct implication that a person shown holding a glass is drinking from the glass.

The Panel found that the Part 3 (d) standard is clear, and the probable understanding from the scene is both that consumption in the pool is occurring and that this is an acceptable practice. Accordingly, the packaging breaches Part 3 (d) of the Code by showing the consumption of an Alcohol Beverage while swimming, which is an activity that, for safety reasons, requires a high degree of alertness or physical coordination.

The Company agreed to cease importing the product in this packaging.



Arvo Ale (complaint regarding content)

Complaint: The complainant is concerned that a post made to Instagram and TikTok encourages people to consume the product in an inappropriate and excessive manner, as evidenced by people sculling beer, pouring beer from a height into another person's mouth and lip syncing to 'Gimme More' by Britney Spears.

ABAC standard (previous Code): Alcohol marketing must not show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines.

Decision: On balance, the Panel believes that a reasonable person would interpret the marketing as encouraging rapid and excessive consumption and is in breach of the Part 3 (a)(i) standard. The video shows exaggerated consumption, long and deep drinking and a long pour of the product from height. The 'Gimme More' soundtrack is more likely understood to be about the amount of consumption than the taste of the product given the depicted behaviours.

The Company has deleted the post.



Lucid Dream Rosé (complaint regarding content)

Complaint: The complainant’s interpretation of the Instagram post is that the Product must “*contain an illegal drug or such an alcohol content that it would alter your state of mind*”.

ABAC standard (previous Code): Alcohol marketing must not suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment.

Decision: The Panel does not believe that the post nor the product’s name of Lucid Dream raises an implication of illicit drug use or that the product’s alcoholic content is mind altering. A lucid dream is recognised to be a state of dreaming where the dreamer is aware that they are dreaming and as a result can consciously direct the dream to some extent. From a brief internet review of the subject, there appears to be no required correlation between having a lucid dream and consuming alcohol or ingesting drugs.

That said, the text accompanying the post directly links the consumption of the product to ‘floating away’ ‘escaping the ordinary’ and having fantasies ‘come alive as you levitate into lucidity’. Given this description, a reasonable person would probably understand that the marketing communication as a whole is suggesting that the consumption of the product may create or contribute to a significant change in mood.

While the complainant’s argument regarding implications of drug use is not accepted, the Panel finds the post in breach of the Part 3 (c)(i) standard.

The Company has deleted the post.



Expedited Determinations

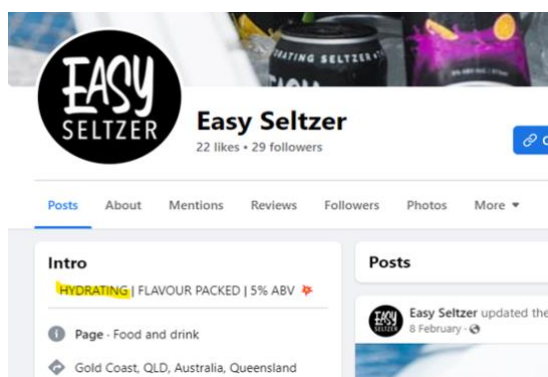
Easy Seltzer (complaint regarding content)

Complaint: The complainant is concerned that the marketing promotes that an alcoholic beverage has health benefits.

ABAC standard (previous Code): Alcohol marketing must not suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

Decision: The use of the word “Hydrating” in the Company’s Facebook page Intro breaches Part 3 (c)(iv) of the Code by suggesting that the consumption of an alcohol beverage offers a therapeutic benefit.

On being notified of the complaint, the Company confirmed that the breach of Part 3 (c)(iv) was accepted, and immediately removed the word “Hydrating”.



The Ville Casino & Resort (complaint regarding content)

Complaint: The complainant is concerned that the marketing shows alcohol consumption by a swimming pool and at a swim up bar.

ABAC standard (previous Code): Alcohol marketing must not show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

Decision: Images showing people wearing swimwear and drinking alcohol either next to or in a swimming pool breach Part 3 (d) of the Code by showing the consumption of an Alcohol Beverage before or during swimming, an activity which, for safety reasons, requires a high degree of alertness or physical coordination.

On being notified of the complaint, the Company confirmed that the breach of Part 3 (d) was accepted, and has removed the images from its website.



Marketing Outside ABAC's Jurisdiction

Cabin Fever Festival (complaint regarding placement)

Complaint: Outdoor advertising was placed within 150 metres line of sight of a primary school.

ABAC standard (previous Code): Alcohol marketing must not be directed at Minors through a breach of any of the Placement Rules.

Decision: The Panel concluded that:

- the bus shed ad was for the Cabin Fever Festival under the control of the events management firm AHOY Management;
- the alcohol retailer and craft brewery 'Shelter' was a one of multiple supporters of the festival;
- Shelter Brewing Co's support of the festival resulted in its name being included at the bottom of the bus shed ad but the ad cannot be fairly understood to be an ad for Shelter as such;
- further Shelter did not create the ad nor was its relationship with AHOY Management such that it can be considered to have 'reasonable control' over the placement of the ad on the bus shed;
- this means the bus shed ad cannot be fairly regarded as an 'alcohol marketing communication' within the intended scope of the ABAC Scheme;
- it is possible the scope of the OMA Alcohol Policy does capture the ad and if so, the placement of the ad on the bus shed is inconsistent with the OMA policy; and
- the determination of the scope of the OMA policy and the breach of its provisions is not given to the ABAC Panel, but is a question for the OMA to consider.

Jim Beam - Surftag (complaint regarding placement)

Complaint: An photograph placed on the Surftag website includes women wearing attire with the Jim Beam logo and holding Jim Beam branded products and the product. The women could be perceived as underage and the action of holding the product while wearing beach attire promotes an inherently perilous conjunction of surfing and alcohol consumption.

ABAC standard (previous Code): Alcohol marketing must not:

- depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol
- show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

Decision: The Panel noted that the contents of the website (SURFTAG) are not under the control, or ownership of Beam Suntory or the Jim Beam brand. Notwithstanding this, the Company has contacted Surftag to request the removal of any content with reference to the Jim Beam brand. As at the date of this determination however, the image remains on the webpage.

The Panel concluded that it is likely that in 2014, and in any other year when it may have provided support to the Surftag competition, the Company would have had rights as to how Surftag used its brand name and logo in public communications. That said, in 2023 it seems the Company has no relationship with Surftag and there is no basis to conclude that the Company has 'reasonable control' over the website or the choice that Surftag has made to use the photograph in showing a past winning team. As the ABAC obligations apply to alcohol companies, not private organisations such as surfing competition organisers, there is no jurisdiction for the Panel to make a ruling on the substance of the complaint.

Marketing Consistent with ABAC Standards

Billsons Beer (complaint regarding content)

Complaint: The complainant was concerned that the beer packaging cross over from cordial combined with the packaging 'look and feel' targets children.

ABAC standard (new Code): A Marketing Communication must NOT have Strong or Evident Appeal to Minors.

Decision: The Panel does not believe that the Part 3 (b)(i) standard has been breached. In reaching this conclusion the Panel found that taken as a whole the packaging would at most have incidental appeal rather than strong or evident appeal to minors, noting that:

- the overall design of the product can is mature in nature;
- the background colours used are not overly bright and contrasting;
- the use of the word 'Beer' provides a strong alcohol cue such that the product would not likely be confused with a soft drink;
- raspberry and tropical punch are not flavour descriptions traditionally associated with a beer and is a description used on some products consumed by minors, and this may contribute to the appeal of the packaging to minors;
- portello is not a flavour profile typically found on products with evident appeal to minors;
- the Billsons non-alcoholic beverage range has raspberry references, however the packaging design of these products share little in common with the beer packaging beyond the Billsons name;
- the Company has a non-alcoholic Tropical Punch Cordial, however, it is sold in a 700ml glass bottle with labelling not sharing the branding of the beer beyond the Billsons name; and
- the Company has a non-alcoholic Portello Cordial and Portello Classic Soda however both these products do not share branding elements with the beer beyond the Billsons name.



The Concierge Club (complaint regarding placement)

Complaint: The complainant is concerned that the Company could be telemarketing to persons with alcohol dependency as well as minors.

ABAC standard (previous Code): Alcohol marketing must not be directed at Minors through a breach of any of the Placement Rules.

Decision: The complainant has not advised of any specific instances of minors receiving calls from the Company, and the Company has asserted that it has controls in place to ensure that its marketing is directed towards adults and away from minors. On the face of it, the Panel is not able to conclude that a breach of the ABAC Placement Rules has occurred.

Good Tides Seltzer (complaint regarding placement and content)

Complaint: The complainant is concerned about advertising during an AFL match shown on Kayo subscription TV, arguing that:

- alcohol advertising should not be placed during an AFL game at a time when children will be watching; and
- the alcohol advertisement itself will have strong or evident appeal to minors due to featuring Collingwood captain, Darcy Moore, who, it is claimed, children look up to.

ABAC standard (previous Code): A Marketing Communication must NOT:

- have Strong or Evident Appeal to Minors; and
- be directed at Minors through a breach of any of the Placement Rules.

Decision: The Panel does not believe that the Part 3 (b)(i) standard has been breached. In reaching this conclusion the Panel considered the following:

- Darcy Moore would be recognised by both adults and minors who follow AFL and he would be particularly liked by supporters of the Collingwood team;
- Mr Moore is aged 27 and is clearly portrayed in an adult setting;
- the content of the ad is light-hearted but the humour is satirical and adult focussed and pokes fun at the media/expert commentary of sport; and
- overall, the reasonable person would conclude that the ad is direct towards adults, any appeal to minors would be incidental rather than strong or evident.

The Panel does not believe that the Part 3 (b)(iv) standard has been breached as:

- available age restriction controls were utilised;
- the Panel has considered alcohol ads shown with broadcast AFL games on previous occasions and the ratings data demonstrates the audience for AFL games is predominately adult and well in excess of the 75% benchmark.
- the Panel does not believe a broadcast of an AFL game can be characterised as being primarily aimed at minors. Under 18 year olds will watch AFL (a much smaller broadcast audience than over 18 years old) but AFL on television has a general appeal and tending towards an older focus as opposed to being primarily aimed at under 18 year olds.



Peachy Ass Seltzer (complaint regarding content)

Complaint: The complainant is concerned about four Instagram posts, in particular that:

- the 'Peachy Ass' brand name and some expressions in the posts such as 'sipping on this delightful peachy ass' are irresponsible and offensive as they combine alcohol use and intoxication with sexual activity; and
- use of an immature marketing technique that may encourage consumption by teenagers, especially young males

ABAC standard (previous Code): A Marketing Communication must NOT:

- show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage; and
- have Strong or Evident Appeal to Minors.

ABAC standard (revised Code): A Marketing Communication must NOT:

- show (visibly, audibly or by direct implication), encourage, or treat as amusing, rapid Alcohol consumption, misuse or abuse of Alcohol or other irresponsible or offensive behaviour that is related to the consumption or presence of Alcohol; and
- have Strong or Evident Appeal to Minors.

Decision: The Panel does not believe the posts breach the Part 3 (a)(ii) standard. In reaching this conclusion the Panel noted:

- the most influential component of the posts is the photograph/video and the images do not invoke sexual activity nor are the images offensive;
- alcohol use depicted is moderate and no person appears affected by alcohol;
- within the context of the posts the term 'ass' is not used in strongly sexual manner; and
- taken as a whole a reasonable person would not understand the posts are encouraging alcohol related offensive behaviour.

The Panel does not believe the posts have strong or evident appeal to minors. The posts feature depictions of older males in the photographs/video in adult settings. While 'peachy ass' could be regarded as unsophisticated humour, there is nothing in the posts as a whole likely to appeal to minors more strongly than to adults.



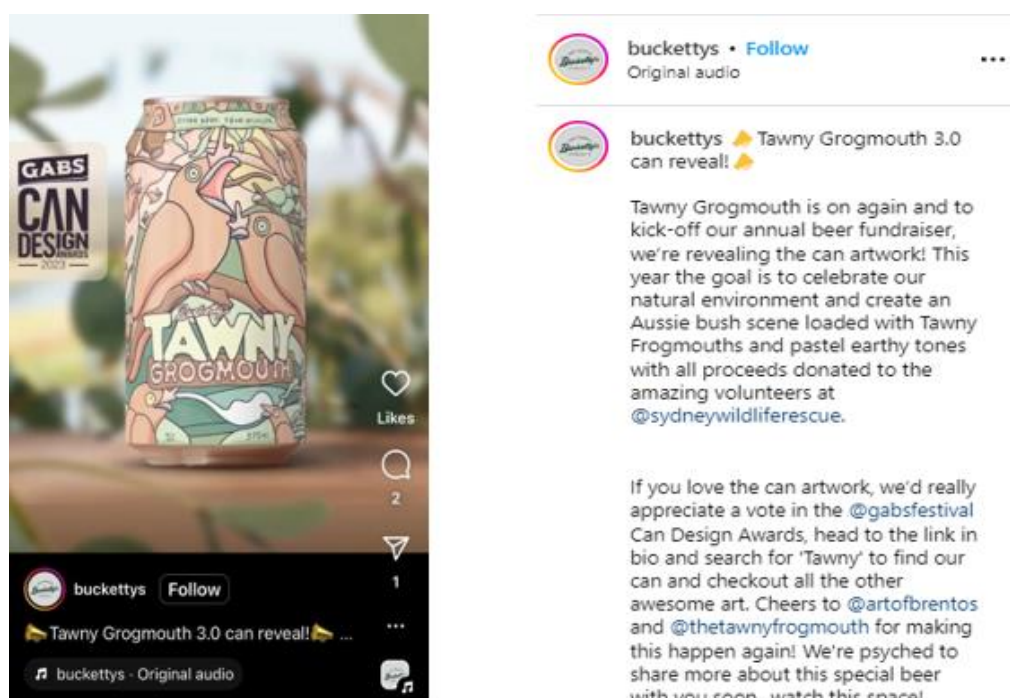
Tawny Grogmouth (complaint regarding content)

Complaint: The complainant is concerned that Instagram advertising will appeal to children.

ABAC standard (revised Code): A Marketing Communication must NOT have Strong or Evident Appeal to Minors.

Decision: The Panel does not believe that the Instagram post breaches the Part 3 (b) standard. In reaching this conclusion the Panel noted:

- the text accompanying the post establishes that a beer is being promoted and the 360 degree video of the can also displays cues as to the alcohol content not instantly apparent from the front of the can alone;
- the colours used in the concept can image are subdued and not bright and contrasting; and
- the concept can does not use anthropomorphism and hence a human character is not given to the owl depictions.



Jack Daniels (complaint regarding placement)

Complaint: The complainant is concerned that their children saw marketing for Jack Daniels on YouTube, in particular when viewing Fortnite gaming content, which it is contended is primarily watched by minors.

ABAC standard (previous Code): Alcohol marketing must not be directed at Minors through a breach of any of the Placement Rules.

Decision: The Panel dismissed the complaint, after taking the following into consideration:

- available age restriction controls were used by the marketer to exclude minors from viewing alcohol marketing;
- the Company supplied data which indicates that the players of Fortnite are predominantly adults; and
- Fortnite is a game that is played by minors and has a strong following with minors. That said the game is not primarily aimed at minors and its concepts, experiences, imagery and characters are engaging across age groups. It is not possible to hold that Placement Rule 4 has been breached on the available information.

Tooheys New (complaint regarding content)

Complaint: The complainant is concerned that a TV commercial for Tooheys New:

- promotes and condones a culture of excessive drinking;
- depicts the consumption of alcohol as an appropriate or necessary/required part of 'team' membership;
- creates a link between alcohol consumption and sporting prowess; and
- influences the likely viewer to believe that they need to consume alcohol in order to 'fit in' and be accepted by a group such as a sports team.

ABAC standards (previous Code): Alcohol marketing must not

- show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;
- show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;
- if an Alcohol Beverage is shown (visibly, audibly or by direct implication) as a part of a celebration, imply or suggest that the Alcohol Beverage was a cause of or contributed to success or achievement.

Decision: The Panel does not believe that a reasonable person would interpret the ad as showing or encouraging the consumption of an excessive amount of alcohol, that alcohol will lead to success or that alcohol was a cause of a success or achievement being celebrated.

- the ad does not show excessive consumption and the quantity of alcohol shown in the ad is not excessive based on the number of people present;
- the context of the celebrations and the high spirits of the players is clearly centred on the sporting victory, rather than alcohol use;
- the interpretation of the ad as encouraging excessive alcohol consumption requires a series of extrapolations which cannot be reasonably drawn from what the ad actually depicts.
- there is no suggestion that alcohol use occurred prior to the actual game or alcohol played a role in the team winning the game;
- the celebration is based on the success in the game and is shown as commencing prior to the introduction of alcohol into the dressing room scene;
- the celebration itself is established as occurring because of the hard-fought win in the game and alcohol is not the reason the celebration is occurring; and
- it is unlikely a reasonable person could take from the actual content of the ad the various extrapolations required to draw the conclusion that alcohol use is a necessary prerequisite for social inclusion.



BWS (complaint regarding placement)

Complaint: The complainant is concerned about the frequency with which the marketing was shown on YouTube and Twitch.tv, platforms that it was contended have less than 75% adult viewership overall, and in particular during Minecraft gaming content.

ABAC standard (previous Code): Alcohol marketing must not be directed at Minors through a breach of any of the Placement Rules.

Decision: The Panel acknowledged that the complainant has raised genuine points about the obligations to market alcohol responsibly, but dismissed the complaint after taking the following into consideration:

- The frequency of alcohol ads is outside the ABAC remit.
- The ABAC Placement Rules do not preclude marketing over social media platforms provided age restrictions are used to exclude minors from receiving the ads.
- It seems the Company met its obligations and used available age restriction controls, and the complaint does not suggest that the content was served to a specific individual under the age of 18 as such.
- The 75% adult audience requirement applies when there are no available age restriction controls. In any event, the overall demographic profile of both YouTube and Twitch.tv exceeds 75% adult, although that of itself is not greatly helpful as the content on the platforms varies considerably from material that is clearly targeted at minors and other content which is clearly adult in nature..
- Alcohol marketers also have an obligation to not place ads with content or programs that are aimed primarily at minors. In the present case, more detailed information would be needed to properly assess this although the Company contends if material is properly categorised, its instructions as to where its ads where to be served would have avoided placement with material primarily aimed at minors.

Tooheys New (complaint regarding content)

Complaint: That a roadside billboard promoting Tooheys New will encourage drink driving.

ABAC standard (previous Code): Alcohol marketing must not show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

Decision: The Panel does not believe that the billboard breaches the Part 3 (d) standard, noting:

- the advertisement does not show alcohol consumption;
- it is unlikely a reasonable person would understand the ad as a call to consume the product and then drive a car;
- merely placing the ad in sight of a roadway would not be understood as endorsing alcohol consumption while a motor vehicle is being used absent of any messaging within the ad making a suggestion of drinking then driving.



Jimmy Brings (complaint regarding content)

Complaint: The complainant is concerned that the promotion of alcohol with the tagline ‘Sex and Some Cosmos’ may lead a reasonable person to believe that the product will contribute to a change in mood or environment and enhance the chance of sexual success.

ABAC standard (previous Code): Alcohol marketing must not

- suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment.
- show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of sexual or other success.

Decision: It can be accepted that the Company was using the ‘Sex and the City’ imagery as its motivation for the marketing item and no doubt many people, particularly those who watched the original TV series, will understand the references. That said, other consumers will not appreciate the TV show reference and the use of the term ‘sex’ will almost inevitably raise the issue posed by the complaint. It is safer practice not to link ‘sex’ with alcohol products in marketing. That said, the Panel does not believe a reasonable person would probably understand the marketing as suggesting the product will alter a mood or lead to sexual success. In reaching this conclusion, the Panel noted:

- the marketing shows no sexual or romantic imagery;
- the reference to ‘Sex and Some Cosmos’ would likely be taken as a play on Sex and the City and not a suggestion that the product would lead to sexual success; and
- taken as a whole, the marketing displays products and pricing information and would not likely be understood as creating a narrative of mood change and/or sexual success.



The ABAC Complaints Panel is headed by Chief Adjudicator Professor The Hon Michael Lavarch AO. For more information on ABAC or to access the ABAC Adjudication Panel decisions referred to in this report, visit: <http://www.abac.org.au>.