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ABAC Releases First Quarter 2025 Report

ABAC has released its First Quarter 2025 Report providing key insights and trends related to responsible alcohol marketing in Australia.

Key findings from the report highlight several areas of focus:

- **Excessive Consumption:** ABAC stays vigilant in tackling advertising that depicts or encourages excessive or rapid alcohol consumption. Recent Code breaches have directly implied the consumption of multiple alcoholic beverages and promoted rapid drinking.
- **Protecting Minors:** A critical priority for ABAC is the safeguarding of minors. The report notes marketing breaches involving themes and imagery attractive to children, such as school lunchbox themes and depictions of soft drink flavours. Alcohol marketing must neither target nor strongly resonate with underage audiences.
- **Digital Responsibility:** ABAC is engaging with podcast platforms to address concerns about alcohol advertisements placed on children's podcasts. Additionally, ABAC reminds marketers of the importance of implementing age restriction controls on social media accounts and paid ads. Checklists to assist with compliance are available on the ABAC website.
- **Alcohol and Safety:** The ABAC Code prevents marketing from depicting alcohol consumption before or during inherently dangerous activities, such as driving or swimming. Complaints were upheld due to the inherent safety concerns associated with such depictions.

Panel determinations and breaches rose during 2024, highlighting the need for proactive measures to improve compliance with ABAC standards. The report outlines resources available to marketers to help them adhere to the Code, including comprehensive guidance materials, a free online training course, tailored in-house workshops, and pre-vetting advice.

"Marketers must educate their teams and agencies on responsible marketing practices to ensure proactive compliance" said ABAC's Independent Chair, Hon Tony Smith.

The full report is available [here](#). For more information visit <http://www.abac.org.au>.

About ABAC:

The ABAC Responsible Alcohol Marketing Scheme is committed to ensuring that alcohol marketing in Australia is conducted responsibly and in accordance with community standards. ABAC provides a framework for the self-regulation of alcohol marketing, promotes responsible practices through industry guidance and an independent pre-vetting service and addresses complaints from members of the public.

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