

23 October 2025

ABAC Releases Third Quarter 2025 Report

ABAC has released its Third Quarter 2025 Report, providing key insights on the regulation of alcohol marketing in Australia and highlighting new collaborations and resources aimed at strengthening industry standards.

Key findings from the report highlight for marketers where care is needed when developing alcohol marketing:

- **Responsible Portrayal of Alcohol:** The use of humorous memes around excessive consumption, images of rapid alcohol consumption and associating alcohol with a firearm caused this important set of Code standards to attract the highest number of breaches this quarter .
- **Mood and Health Claims:** Social media posts implying an improved mood, health benefits or alleviation of problems from alcohol use are not permitted.
- **Protection of Minors:** Marketing and packaging referencing confectionery breached the Code for strong appeal to minors.
- **Alcohol & Water Safety:** As summer approaches marketers are reminded to check that alcohol use is not implied before or during water activities in social media posts or other marketing promoting alcohol.

The report outlines a range of recent initiatives including collaborations with the Outdoor Media Association and Interactive Advertising Bureau to strengthen policies and guidance around the placement of alcohol marketing for the protection of minors.

"Mark Anthony Brands Australia and Parallel 37 are ABAC's newest signatories and ABAC welcomes their commitment to marketing consistently with the ABAC Responsible Alcohol Marketing Code" said ABAC's Independent Chair, Hon Tony Smith.

The complete report can be accessed [here](#). For further details, 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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