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ABAC Releases Fourth Quarter 2025 Report

ABAC has released its Fourth Quarter 2025 Report, providing key insights on the regulation of alcohol marketing in Australia and highlighting trends, including a surge in pre-vetting. The final quarter of 2025 saw the highest volume of pre-vetting requests in three years – a nearly 25% increase compared to the same period in 2024.

Higher engagement with the ABAC pre-vetting service underscores a greater commitment by Australian alcohol producers and retailers to market responsibly and uphold ABAC standards. The report confirms that no pre-vetted material has been found in breach of the Code in the past two years, verifying the service as the industry's most effective risk-mitigation tool.

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

- **Minors:** Avoiding imagery with "strong appeal" to children, such as references to popular confectionery brands, Milo, or birthday party themes.
- **Responsible Consumption:** Ensuring social media content does not depict immoderate consumption, such as "shotgunning" or rapid alcohol consumption.
- **Mental Health & Social Success:** Refraining from claims that alcohol improves a person's mood or an event, is a solution to personal problems or a prerequisite for social success.

As Australia moves through the summer season, the report highlights an area where the Panel has seen improved industry compliance. Following the release of the **ABAC Alcohol & Water Safety Guide** in June, breaches related to alcohol use with water-based activities declined.

"The high levels of pre-vetting we are seeing is a clear reflection of industry commitment to proactive Code compliance. By engaging with the Scheme early, brands are ensuring that their creative output aligns with ABAC standards. The drop in water-safety breaches shows the value of ABAC's industry guidance materials." Hon Tony Smith, ABAC Independent Chair

ABAC continues to provide a comprehensive range of resources to assist marketing teams in navigating the Code, including:

- **Free Online Training:** An interactive one-hour course for onboarding and updating teams.
- **In-House Workshops:** Tailored sessions with expert pre-vetters.
- **Digital & Sponsorship Guides:** Specialised guidance.

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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