

2019

YEAR IN REVIEW

FROM THE CHAIR

Throughout its over twenty year history ABAC has been alert to changes in the alcohol marketing landscape. Whilst 2019 was another busy year for ABAC, with a marked increase in Adjudication Panel decisions and a higher proportion of complaints upheld, ABAC continued to respond by communicating with industry about issues that arise and developing suitable guidance and compliance materials in order to further educate the industry on areas for improvement.

Record pre-vetting requests were received in 2019, 2,192 pre-vetting requests up 25% on last year. The ABAC Pre-vetting Service checks marketing material for compliance with ABAC standards prior to the material reaching the market. Pre-vetting remains the easiest and most efficient way for marketers to ensure their promotions are responsible before hitting the marketplace. The service benefits the community in identifying alcohol marketing that doesn't meet ABAC's standards, with 346 marketing communications rejected in 2019 and therefore not entering the market. The pre-vetting service is available to both signatories and non-signatories to the Scheme. All alcohol producers, distributors and retailers are encouraged to utilise this valuable service.



Mr Harry Jenkins AO
Chair, ABAC Management
Committee



THE
ABAC
SCHEME
LIMITED

ABAC - AUSTRALIA'S RESPONSIBLE ALCOHOL MARKETING SCHEME

KEY ABAC INITIATIVES

ABAC Education & Awareness

ABAC Education & Awareness is key to ensuring industry compliance. In 2019 ABAC:

- Held its annual free industry compliance webinar
- Directly engaged with Independent Brewers Association to raise awareness among its members
- Continued engagement with alcohol industry associations, State Liquor Licensing Authorities, digital platforms and media associations
- Communicated with the regulated community in relation to ABAC developments and issues arising via quarterly reports released publicly and made available on the ABAC website, circulars and upheld determination alerts.

Tightening ABAC Compliance Rules

Alcohol marketing content and placement breaches are required to be remedied within 5 business days and orders for alcohol packaging & marketing collateral in breach of ABAC standards must be ceased immediately. As of December 2019, ABAC also placed a time limit of 3 months on the sell down of existing stock found to breach the ABAC.

The ABAC Rules & Procedures now explicitly state that ABAC may take the following actions if a company fails to comply with an ABAC decision:

- Notifying relevant State Liquor Licensing authorities, media platforms, media associations, Government, media and other relevant organisations of the Marketer's failure to support the Panel's decision; and
- Terminating a Marketer's status as a Code signatory.

NEW RESOURCE

In response to a marked increase in complaints about alcohol packaging, ABAC published an **Alcohol Packaging Compliance Guide**, providing comprehensive checklists and visual examples to assist alcohol manufacturers, their designers and agencies develop packaging that meets the ABAC standards, particularly in ensuring the packaging does not have strong or evident appeal to minors.

[Alcohol Packaging
Compliance Guide >](#)

2192

Requests to
pre-vet marketing

*346 rejected prior
to entering market*

128

Complaints

*Resulting in
68 determinations
by the ABAC panel*

39

Determinations
upheld

[Access via the
ABAC Website >](#)

16.7

Day Turnaround

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