

APPLICATION FORM FOR APPROVAL OF ADVERTISING MATERIAL

ALCOHOL ADVERTISING PRE-VETTING SERVICE (AAPS)

Alcohol advertising pre-vetting is a voluntary commitment to responsible advertising by members of the Brewers Association of Australia and New Zealand (Brewers Association), the Distilled Spirits Industry Council of Australia (DSICA) and the Winemakers' Federation of Australia (WFA). Its primary function is to maintain the spirit and substance of the Alcohol Beverages Advertising Code (ABAC) and the Advertiser Code of Ethics and to ensure that alcohol advertisements meet reasonable community expectations. AAPS is endorsed by the Australian Association of National Advertisers (AANA) and The Communications Council.

Members of Brewers Association, DSICA and WFA have agreed not to run alcohol advertisements unless approved by an independent AAPS Pre-vetter. The Rules and Procedures of the ABAC Scheme (see www.abac.org.au) set out which advertisements must be approved by an independent AAPS pre-vetter and we encourage you to familiarise yourself with this document. This does not alter the pre-publication and pre-broadcast requirements of the AANA and other self-regulatory advertising codes that relate to alcohol beverage advertisements. Thus an alcohol advertisement must be approved by all appropriate bodies before it is printed or broadcast and AAPS approval is separate to other approval processes. AAPS is a user pays service. AAPS Pre-vetters can advise you of the fees and likely cost.

If the alcohol advertisement is approved, the AAPS pre-vetter will complete the application form and return it to the advertising agency.

FOR OFFICE USE ONLY AAPS PRE-VETTER TO COMPLETE

AAPS Application No: Interim Approval Final Approval Final AAPS Approval No

This advertisement is approved subject to it not being scheduled to appear in media likely to have a strong or evident appeal to children.

Signature: Date:

**IT IS ESSENTIAL TO TELEPHONE THE DUTY PRE-VETTER BEFORE SENDING ANY MATERIAL –
THE CONTACT DETAILS OF THE DUTY PRE-VETTER CAN BE OBTAINED BY CALLING:
08 8411 2158**

PRE-APPROVAL OF CONCEPTS/SCRIPTS ETC IS STRONGLY ADVISED AND PRE-PRODUCTION CONSULTATIONS CAN BE ARRANGED.

To obtain approval from an AAPS pre-vetter, please complete this form and follow the pre-vetter's instructions as to transmitting the form. You should include a copy of the earliest stage of advertisement possible (early artwork, storyboards, early concepts, scripts etc for print, outdoor, transit, TV, radio, cinema, internet or other). Please call the duty pre-vetter if you require further information.

PLEASE ALLOW FOUR WORKING DAYS FOR APPROVAL.

Approval is normally advised by email. All materials remain the property of ABAC.

To: AAPS Pre-vetter

Details of advertisement:

Advertiser (Alcohol Company name):

Industry Association that the advertiser is a member of:

Brewers Association DSICA WFA Not an Industry Association Member (Please supply billing details)

Brand or product name:

Medium:

Proposed size or duration:

Title or headline:

Agency key number:

Date:

Agency submitting advertisement:

Contact person:

Telephone: