

PRE-VETTING SERVICES CONTRACT SPECIFICATIONS

TITLE
PRE-VETTER
DATE
OCTOBER 2013
REPORTS TO
ABAC MANAGEMENT COMMITTEE

The purpose of this Description is to provide a broad outline of the responsibilities of the pre-vetter. A pre-vetter will be required to perform from time to time other services as required to fulfil the objective of the contract.

Context

The ABAC Scheme Limited (ABAC Scheme) is the quasi- regulatory advertising scheme of the Australian alcohol beverages industry. The ABAC scheme has been prepared in agreement with all major Australian alcohol beverages manufacturing and marketing industry associations and key government, advertising, media and consumer bodies. A Management Committee which includes industry, advertising and government representatives is responsible for operating the ABAC Scheme. The ABAC Scheme exists to promote the advertising and naming and packaging of alcohol in a manner which is responsible and does not encourage the consumption of alcohol by underage persons. It is responsible for

- a code dealing with the content of advertisements, promotional material and naming and packaging of alcohol beverages (ABAC Code),
- a system for receiving and considering complaints about the form or content of alcohol advertising or naming and packaging of alcohol beverages including the establishment of a Panel to adjudicate upon such complaints (ABAC Adjudication Panel)
- and a system to assess proposed advertisements against the ABAC Code and in some cases the AANA Code of ethics (Pre-vetting Service).

The Pre-vetting Service provides a valuable, confidential user-pays service to alcohol advertisers by assessing proposed advertisements against the ABAC Code at various stages of campaign development. It provides some level of assurance, but no guarantee, against the possibility (and costs) of an advertisement being later ordered out of the marketplace – via a determination by the ABAC Adjudication Panel.

The Contract (responsibilities)

This contract involves the provision of pre-vetting services to producers and retailers of alcohol beverages. All advertising for alcohol beverages is required to comply with both the Australian Association of National Advertisers Code of Ethics (Code of Ethics) which applies to all forms of advertising, and the ABAC Code. The Code of Ethics is administered by the Advertising Standards Board (ASB) which is an independent panel which considers complaints about advertising involving issues of discrimination, vilification, violence, sex, sexuality, nudity, alarm and distress to children, language and health and safety. The ABAC Code complements the Code of Ethics and provides more specific guidance in relation to the advertising of alcohol beverages by establishing standards for advertising which do not undermine the responsible use of alcohol. The primary function of the Pre-vetting Service is to re-inforce the effectiveness of the ABAC Code by utilising independent pre-vetters to evaluate advertisements and packaging for alcohol beverages against the Code at various stages of development. The advertiser may also request that the advertisement is evaluated against the Code of Ethics.

The pre-vetter must be available to participate in a roster of 3-4 pre-vetters such that a pre-vetter is always available for advertisers to contact and have the ability to meet with advertisers and agencies on short notice. The workload is variable and the required turnaround time for pre-vetting requests is 4 days however this timeframe may be shorter or longer depending on the urgency or complexity of the request and simple pre-vetting matters should be turned around within 24 hours.

Pre-vetters must operate independently using their own computer, internet access and workplace. Pre-vetters must be independent of the alcohol beverages industry and must not have been an employee of a participant or member of the alcohol beverages industry for a period of five years prior to their appointment.

Pre-vetters will also need to participate in training and be prepared to deliver presentations on the service to the alcohol and advertising industry.

The time commitment for the role can vary significantly with demand and is higher the weeks that a pre-vetter is rostered on duty. Pre-vetters usually spend between 20 and 40 hours on chargeable work per month and currently average 30 chargeable hours and also spend around 4 hours per month on administration. This work must be carried out on demand and therefore pre-vetters must be available to carry out work received promptly. Pre-vetters are also paid a small monthly retainer and are entitled to charge \$90 per half hour for pre-vetting work undertaken.

Expressions of interest to be provided to the ABAC Executive Officer at info@abac.org.au by 20 November 2013.

1. KEY RESULT AREA

The Key Result Area is an overview of **the tasks and activities** required to be successful in the contract position:

KEY RESULT AREA	PROVISION OF PRE-VETTING SERVICES
Critical Tasks	<ul style="list-style-type: none">• Respond to requests by alcohol advertisers for pre-vetting services in a timely manner.• Meet with advertisers and agencies on short notice.• Provide a well reasoned opinion to advertisers on whether a proposed advertisement is consistent with the ABAC Code and, where requested, the Code of Ethics.• Provide that opinion verbally or in writing in accordance with a target turnaround time of four days or within a shorter timeframe where the request is urgent.• Keep abreast of current adjudications made by the ABAC Adjudication Panel and the ASB and any changes to the ABAC Code and Code of Ethics.• Liaise with internal stakeholders such as other pre-vetters, the ABAC executive officer or Management Committee members.• Provide written or verbal reports to the ABAC Management Committee when requested.• Attend meetings or speaking engagements as requested by the Management Committee.• Generate invoices for pre-vetting services.• Keep records of services provided.

2. COMPETENCIES REQUIRED

The competencies below are an overview of **the traits and behaviours** required to be successful in the contract position:

Competency Area	Typical Behaviours
Decision-making Skills	<ul style="list-style-type: none">• Understands the development of an advertising campaign• Ability to understand and apply advertising standards• Ability to understand and apply decisions of a legal nature• Ability to analyse information• Excellent reasoning skills• Ability to formulate a well reasoned opinion
Communication Skills	<ul style="list-style-type: none">• Effective verbal and written communication skills• Effective interpersonal relationships with others• High level negotiating and influencing skills• Logical thinker and self motivated• Ability to operate independently• Competent computer skills
Planning and Organisational Skills	<ul style="list-style-type: none">• Outstanding attention to detail• Well organised and deadline driven• Ability to balance a number of competing priorities• Exhibits good time management skills• Effective record keeping and billing practices

3. SKILLS AND EXPERIENCE

The skills and experiences outlined below are required to be considered for the contract:

- ~ Ability to evaluate proposed advertisements against specific standards having regard to how those standards have been interpreted by an adjudication body
- ~ Ability to formulate and express a well reasoned opinion both verbally and in written format
- ~ Excellent time management and co-ordination skills with an ability to build relationships with key stakeholders
- ~ Ability to operate independently and efficiently
- ~ Excellent communication skills
- ~ Effective record keeping and billing practices
- ~ A legal or advertising background would be advantageous