



2012

Annual Report summary

**TOTAL PRE-VETTED
ADVERTISEMENTS,
NAMES & PACKAGING:**

1229

of which 978 were accepted (some required modification prior to acceptance), 59 were accepted subject to conditions and 192 were rejected.

**COMPLAINTS RECEIVED IN RELATION TO ALCOHOL
BEVERAGE ADVERTISEMENTS, NAMES & PACKAGING:**

98

The complaints related to 63 advertisements, names and packaging and 47 fell within the ambit of the ABAC Code and were considered by the Panel resulting in 36 separate determinations. Seven of these determinations upheld the complaint(s) at least in part. All upheld determinations resulted in agreement to withdraw or modify the advertisement or packaging.

Complaints resulting in an ABAC determination took, on average, 20 business days to be completed. This was an improvement on last year's figure of 25 business days.

2012 saw a significant decrease in complaints about online advertising and social media after a significant increase the previous year.

In 2012 ABAC's annual Pre-vetter/Panelist training sessions continued. The sessions provide the decision makers of the scheme with an opportunity to meet independently and discuss difficult issues of Code interpretation with a view to creating better consistency of decision making and a greater understanding of the ABAC Code and its interpretation by the Panel.

In 2012 a new health sector Panelist was appointed to the ABAC Adjudication panel, Professor Louisa Jorm. Professor Jorm is the Foundation Professor of Population Health at the University of Western Sydney.

The Management Committee was pleased with the operation and performance of the AAPS service and it is noted that no pre-vetted advertisements resulted in an upheld determination by the ABAC Adjudication Panel in 2012.