



THE  
ABAC  
SCHEME  
LIMITED

# 2014

## Annual Report summary

### ABAC STATISTICS

**1571** marketing communications pre-vetted

**1298** marketing communications accepted  
(some required modification)

**61** marketing communications accepted  
subject to conditions

**212** marketing communications rejected

**94** alcohol marketing complaints received

**53** marketing campaigns referred to in complaints

**27** determinations

**8** determinations upheld complaint(s). All  
companies agreed to withdraw the marketing

Increase in complaints about appeal to minors

Decrease in complaints about excessive consumption  
and alcohol use with activities requiring alertness or  
physical coordination

Decrease in complaints about print marketing

Increase in complaints about television marketing

### RECENT ABAC INITIATIVES

- New ABAC Responsible Alcohol Marketing Code implemented 1 July 2014
- Campari Australia joined the ABAC Scheme as a signatory extending coverage of the Scheme
- Independent operational and governance review of the ABAC Scheme
- New system for online lodgment of pre-vetting applications was implemented
- ABAC awareness television advertisement was broadcast as a community service announcement across most free-to-air and pay-television networks