



THE  
ABAC  
SCHEME  
LIMITED

# 2013

## Annual Report summary

### ABAC STATISTICS

**1394** advertisements, names and packaging prevetted

**1144** advertisements, names and packaging accepted (some required modification)

**39** advertisements, names and packaging accepted subject to conditions

**211** advertisements, names and packaging rejected

**182** alcohol complaints received

**78** advertisements, names or packaging referred to in complaints

**36** determinations

**4** determinations upheld the complaint(s) all agreeing to withdraw the advertisements

Decrease in complaints about appeal to children or adolescents

Increase in complaints about irresponsible consumption of alcohol and change in mood or success

Decrease in complaints about online advertising and social media

Increase in complaints about television advertisements

### NEW ABAC INITIATIVES

Colmar Brunton Social Research undertook market research on The ABAC Scheme and the consistency of ABAC Adjudication Panel decisions with community standards. In general decisions of the Panel were found to be consistent, if not slightly conservative, in comparison with community standards.

Woolworths Liquor and Coles Liquor both joined The ABAC Scheme as signatories extending coverage of the Scheme.

While ABAC has covered digital marketing for some time, in 2013 the ABAC Management Committee published a guide for alcohol advertisers and agencies on the management of digital marketing, "Best Practice for the Responsible Marketing of Alcohol Beverages". The guide was developed with support from the alcohol industry to encourage consistency and a high level of social responsibility in the way in which alcohol advertisers and agencies manage their digital marketing.

The ABAC website received a major upgrade in both function and form in 2013 which has made it a more useful resource for all stakeholders.

A new system for the review of AAPS decisions was implemented and the development of a system for online lodgment of pre-vetting applications was commenced.

A comprehensive review of ABAC standards was commenced in 2013 as was the development of an ABAC awareness campaign.