

The **ABAC** Scheme

2011

Annual Report summary

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

1059

of which 938 were accepted (some required modification prior to acceptance), 39 subject to conditions and 82 were rejected.

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

119

The complaints related to 74 advertisements, names and packaging and 63 fell within the ambit of the ABAC Code and were considered by the ABAC Adjudication Panel resulting in a record 45 separate determinations. Fifteen of these determinations upheld the complaint(s) at least in part.

Complaints resulting in an ABAC determination took, on average 25 business days to be completed. This was an improvement on last year's figure of 27 business days.

Complaints about email newsletters and product placement marketing were referred to the Panel for the first time. The Panel also made its first substantive naming and packaging decisions in relation to three separate alcohol beverages.

2011 saw a sharp increase in complaints about online advertising and social media and a decline in complaints about TV advertising.

In 2011 the Chief Adjudicator of the ABAC Adjudication Panel Professor Lavarch lead ABAC's first annual pre-vetter/panelist training session. The session provided 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 2011 the Australian National Preventative Health Agency (ANPHA) was set up and, among other responsibilities, tasked to 'monitor the compliance of the alcohol industry with voluntary codes of practice and other commitments on responsible alcohol advertising'.

The first formal pre-vetter performance reviews were conducted in 2011 utilising record and survey data made possible following administration and record keeping reforms in 2010. The ABAC Management Committee was pleased with the operation and performance of the AAPS service in 2011.