



## MEDIA RELEASE

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### **The ABAC Scheme Year in Review**

The Alcohol Beverages Responsible Marketing Scheme (ABAC) today released a review of its 2015 operations.

ABAC Chair, the Hon Alan Ferguson said, “the report highlights the ongoing development of the Scheme and its Management Committee's commitment to continual improvement”.

The report highlights the efficiency and effectiveness of the Scheme’s pre-vetting service that checks alcohol ads prior to publication (1589 ads during 2015) and its complaints process that assesses public complaints about alcohol marketing.

It also looked at the reforms which were undertaken following a review of the Scheme’s operation including the appointment of an independent Chair, greater consistency and clarity surrounding mandatory pre-vetting requirements and the implementation of clear timeframes for removal of marketing found to breach the ABAC Code.

The ABAC Adjudication Panel made 29 determinations relating to complaints received in 2015, with 7 upheld and 22 dismissed. All marketing materials for upheld complaints were removed.

Mr Ferguson thanked members of the public for registering their concerns and he encouraged people to continue to do so. As well Mr Ferguson complimented the companies involved for their co-operation and their timely compliance with the complaints process and removal of offending material where required.

To find out more about the Code , see [www.abac.org.au](http://www.abac.org.au)

ENDS.

For further information contact the ABAC deputy Chair: Mr Gordon Broderick 0418 360 539

Background:

- The ABAC Responsible Marketing Code regulates the content of alcohol marketing and packaging in Australia. Subject to regular reviews, the Code reflects community expectations and changes in the media and advertising industries.
- The Alcohol Advertising Pre-vetting Service provides independent, confidential advice to advertisers on whether proposed marketing complies with the Code. This service is offered on a 'user pays' basis.
- The ABAC Adjudication Panel, headed by the Chief Adjudicator, Professor the Hon Michael Lavarch AO, considers public complaints about alcohol marketing and packaging that fall within the jurisdiction of the Code. The Panel and its deliberations are independent of the Management Committee and the broader alcohol and advertising industry.