



THE
ABAC
SCHEME
LIMITED

31 July 2015

Issues Paper – Addressing Alcohol Related Harm
Legislation Policy and Programs
Justice and Community Safety Directorate
GPO Box 158
Canberra ACT 2601

By Email: ACTLiquorReview@act.gov.au

Dear Sir/Madam,

I refer to your recent Issues Paper on Addressing Alcohol Related Harm released for public consultation.

I wish to correct the record in relation to several statements made within the paper at pages 62-63 in relation to the ABAC quasi-regulatory alcohol marketing scheme:

- The ABAC scheme is referred to within the paper as self regulatory, however it is quasi-regulatory as it has a representative of Australian Governments on the ABAC Management Committee;
- The ABAC Responsible Alcohol Marketing Code superseded the former Alcohol Beverages Advertising (and Packaging) Code on 1 July 2014;
- There is reference in the paper to a review of alcohol advertising in 2004 that criticised the ABAC Scheme. The ABAC Scheme has undergone significant changes to its Code and also its operations and governance since 2004 both on an ongoing basis and also with whole of Scheme reviews occurring in 2004 and 2014. Copies of the current ABAC Code and its Rules & Procedures are available on the ABAC website at www.abac.org.au.

Please contact our executive officer, Jayne Taylor, if you have any queries in relation to The ABAC Scheme.

Yours sincerely

Alan Ferguson
Chair
ABAC Management Committee

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