



THE
ABAC
SCHEME
LIMITED

5 September 2016

The Hon. Stephen Mullighan, MP
Minister for Transport & Infrastructure
GPO Box 1533
Adelaide SA 5001

By Email: MinisterMullighan@sa.gov.au

Dear Minister

I refer to your recent press release in relation to a ban on alcohol advertising on public transport in South Australia arising from review recommendations by Mr Anderson QC. It was not apparent that alcohol advertising issues would be considered as part of the review and for this reason ABAC did not provide information about the current quasi-regulatory system for alcohol marketing to the inquiry.

The ABAC Scheme is the quasi regulatory body responsible for alcohol marketing regulation in Australia. The ABAC Scheme comprises the ABAC Responsible Alcohol Marketing Code, the associated pre-vetting of alcohol advertisements and a system for receipt of public complaints by independent Chief Adjudicator, Professor the Hon Michael Lavarch AO. The ABAC Scheme was developed in agreement with all major Australian alcohol beverages manufacturing and marketing industry associations and key advertising and media bodies. The Federal Government is also represented on the Management Committee of the Scheme and a Professor of Public Health, nominated by government, is part of all adjudication panels. Under The ABAC Scheme, guidelines for marketing, including packaging have been negotiated with government. Consumer complaints are handled independently, but all costs are borne by industry.

The recent ABAC Annual Report (attached), demonstrates that the ABAC Scheme is an effective quasi-regulatory body committed to ensuring alcohol marketing in Australia is responsible and in line with community expectations.

ABAC is central to the current system for alcohol marketing regulation in Australia and accordingly, I would appreciate an opportunity to provide information and respond to any queries you may have about ABAC. My executive officer will be in contact with your office to seek a meeting with you at the earliest opportunity.

Yours Sincerely

The Hon. Alan Ferguson
Chair, ABAC Management Committee

cc Premier, The Hon Jay Weatherill MP
Deputy Premier, The Hon John Rau MP
Minister for Mental Health and Substance Abuse, The Hon Leesa Vlahos MP

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