



**NSW Legislative Council's Portfolio Committee No. 1 –
Premier and Finance in relation to an inquiry into the
Alcohol Beverages Advertising Prohibition Bill 2015**

Response to supplementary questions

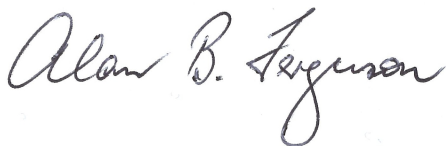
The ABAC Scheme response to supplementary questions

1. You mentioned in testimony that digital was a major source of complaints made about alcohol advertising last year. Can you tell the committee how many complaints about advertising made last year were for digital?

In 2016 ABAC received 139 complaints, 37 related to digital communications. To date in 2017 ABAC has received 126 complaints, 22 related to digital communications. Of the determinations made by the ABAC Adjudication Panel in 2016 (complaints that raised an ABAC issue that had not already been considered by the Panel) 53% related in some way to digital marketing. Of the determinations made or pending in 2017 34% related in some way to digital marketing.

2. The committee heard evidence that studies of the perceptions of alcohol advertising by children show they pick up themes from alcohol advertising that link drinking to social events and social status, is for fun times with friends, making life fun etc (see submission from Burnet Institute, Submission 16). In relation to ABAC's surveys/research regarding whether or not their code is in line with public perceptions, do you engage young people in these assessments?
 - a. If not, how can you accurately assess the way the code is delivering against the intention and meeting public expectations given the studies showing the influence of alcohol advertising on young people.

ABAC and Colmar Brunton (the researcher) do not believe it would be ethical to include minors in research on community reactions to alcohol advertisements. A broad cross section of the adult community is surveyed, including parents. The assessment of research on the impact of alcohol advertising on minors and the suitability of any policy response is a matter for Governments.



Alan Ferguson
Chair, ABAC Management Committee
21/12/17