

Australia's Responsible Alcohol Marketing Scheme

12 October 2021

A focus on Placement Rules by ABAC this quarter

While complaints about alcohol marketing have slowed this quarter, a complaint has highlighted that alcohol marketers should be checking that they have met the ABAC requirement to apply all available age restriction controls to their marketing via social media and that those controls remain active .

“This is a timely reminder to all alcohol marketers of the importance of ensuring steps are taken to restrict alcohol marketing on social media to adults,” ABAC Chair Harry Jenkins AO noted.

“Facebook, Instagram, Youtube and Twitter all have simple tools to age restrict alcohol producer and retailer brand accounts and Facebook and Instagram also enable the age restriction of individual posts that promote an alcohol brand. The ABAC website continues to include links to a range of resources and ‘how to’ guides that can help companies check that age restrictions are in place and if not, explain how they can be easily activated.

“Everyone involved in alcohol marketing should audit all of their digital marketing assets, including influencer and brand partner activity to ensure that all available age restriction controls have been activated for those marketing assets. ABAC will be monitoring compliance in this area.

“In addition, the International Alliance for Responsible Drinking (IARD) have now developed influencer guiding principles that complement ABAC Code requirements that apply to brand promotional activity by influencers - a short [video](#) highlights the IARD principles. It is important to ensure that all agencies working to promote alcohol brands are briefed by alcohol companies and their agencies on the ABAC standards and guides. This includes PR agencies that promote an alcohol brand through media releases, influencers and other activities, all of which must comply with ABAC standards.”

ABAC's Third Quarterly Report for 2021 detailing decisions made during the past quarter is available [here](#).

More information about the Code is also available at: www.abac.org.au

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