

PRE-VETTING SERVICE CONTRACT SPECIFICATIONS

TITLE
ABAC PRE-VETTER
DATE
7 October 2021
REPORTS TO
ABAC EXECUTIVE OFFICER

The purpose of this Description is to provide a broad outline of the responsibilities of an ABAC pre-vetter. At times a pre-vetter will be required to perform other services as required to fulfil the objective of the contract.

Context

The ABAC Scheme Limited (ABAC Scheme) is the quasi- regulatory scheme of the Australian alcohol beverages industry in relation to alcohol marketing. The ABAC Scheme has been prepared in agreement with all major Australian alcohol beverages manufacturing and marketing industry associations and key government, advertising and media bodies. A Management Committee which includes industry, advertising and government representatives is responsible for operating the ABAC Scheme with the support of an executive officer. The ABAC Scheme exists to promote the marketing of alcohol in a manner which is responsible and does not encourage the consumption of alcohol by underage persons. It is responsible for

- a code dealing with the content and placement of alcohol marketing (including naming and packaging) (ABAC Code);
- a system for receiving and considering complaints about alcohol marketing, including the establishment of an independent Panel to adjudicate upon such complaints (ABAC Adjudication Panel); and
- a system to assess proposed marketing communications against the ABAC Code (Pre-vetting Service).

The Pre-vetting Service provides a valuable, confidential user-pays service to alcohol marketers by assessing proposed marketing communications and packaging against the ABAC Code at various stages of campaign development. It provides some level of assurance, but no guarantee, against the possibility (and costs) of a marketing communication being later ordered out of the marketplace – via a determination by the ABAC Adjudication Panel.

The Contract (responsibilities)

This contract involves the provision of pre-vetting services to producers, distributors and retailers of alcohol beverages. The ABAC Code provides specific guidance in relation to the advertising of alcohol beverages by establishing standards for marketing which do not undermine the responsible use of alcohol. The primary function of the Pre-vetting Service is to re-inforce the effectiveness of the ABAC Code by utilising independent pre-vetters to evaluate alcohol marketing communications and packaging against the Code at various stages of development.

The pre-vetter must be available to receive and turn around pre-vetting applications at short notice including the ability to meet with advertisers and agencies. The workload is variable and the majority of pre-vetting matters must be turned around within 24 hours.

Pre-vetters must operate independently using their own computer, internet access and workplace. Pre-vetters must be independent of the alcohol beverages industry and must not have been an employee of a participant or member of the alcohol beverages industry for a period of five years prior to their appointment.

Pre-vetters will also need to keep up to date with ABAC Adjudication Panel decisions, participate in regular internal training and discussions and be prepared to deliver presentations on the service to alcohol and advertising industry participants.

The time commitment for the role can vary significantly from month to month and generally peaks in around October with lowest demand in January and February. On average pre-vetters undertake 40-50 chargeable hours per month, but during peak demand could be as high as 80 hours and in quiet periods as low as 20 hours. In addition pre-vetters spend roughly 10-12 hours per month on administration and skill development. Pre-vetting is carried out on demand and therefore pre-vetters must be available to carry out work received promptly.

Pre-vetters are paid a small monthly retainer and are entitled to charge \$95 per half hour for pre-vetting work undertaken, but administration and training will be required as part of the retainer, without charge. The preferred location for the pre-vetter is Sydney or Melbourne.

Expressions of interest to be provided to the ABAC Executive Officer at info@abac.org.au by 1 November 2021 for a contract commencing 4 January 2022.

1. KEY RESULT AREA

The Key Result Area is an overview of **the tasks and activities** required to be successful in the contract position:

KEY RESULT AREA	PROVISION OF PRE-VETTING SERVICES
Critical Tasks	<ul style="list-style-type: none">• Respond to requests for pre-vetting services promptly• Meet with advertisers and agencies either in person or by videoconference• Provide a well reasoned opinion on whether a proposed marketing communication is consistent with the ABAC Code having regard to past ABAC Adjudication Panel decisions• Provide that opinion in writing within a minimum turnaround time of four days or within 24 hours where the request is urgent or the matter straightforward• Provide guidance to marketers and designers on how the marketing could be modified to meet the ABAC Code standards• Keep abreast of current determinations made by the ABAC Adjudication Panel and any changes to the ABAC Code• Liaise with internal stakeholders such as other pre-vetters, the ABAC Executive Officer or Management Committee members• Attend meetings or provide training to industry participants, as requested by the Executive Officer• Generate timely invoices for pre-vetting services using the ABAC database• Maintain records of services provided

2. COMPETENCIES REQUIRED

The competencies below are an overview of **the traits and behaviours** required to be successful in the contract position:

Competency Area	Typical Behaviours
Decision-making Skills	<ul style="list-style-type: none">• Understands the development of multi-media marketing campaign• Ability to understand key marketing principles• Ability to understand and apply regulatory standards• Ability to understand and apply decisions of a legal nature• Ability to analyse information, demographic data and current market trends• Ability to evaluate a marketing communication against regulatory standards• Excellent reasoning skills• Ability to formulate a well reasoned opinion
Communication Skills	<ul style="list-style-type: none">• Effective verbal and written communication skills• Effective interpersonal relationships with others• High level negotiating and influencing skills• Logical thinker and self motivated• Competent computer skills
Planning and Organisational Skills	<ul style="list-style-type: none">• Outstanding attention to detail• Well organised and deadline driven• Ability to balance a number of competing priorities• Strong time management skills• Effective record keeping and billing practices• Ability to operate independently and efficiently

3. SKILLS AND EXPERIENCE

The skills and experiences outlined below are required to be considered for the contract:

- ~ Ability to evaluate proposed marketing communications against specific standards having regard to how those standards have been interpreted by an adjudication body
- ~ Ability to analyse complex issues and take a balanced and mature view on subjective matters
- ~ Ability to formulate and express a well reasoned opinion both verbally and in written format
- ~ Excellent time management and co-ordination skills
- ~ Ability to operate independently and efficiently
- ~ Excellent communication skills
- ~ Effective record keeping and billing practices
- ~ Thorough understanding of consumer behaviour and the role of marketing communications
- ~ A strong understanding of current youth culture
- ~ A strong understanding of all marketing media, including digital marketing platforms and techniques
- ~ Minimum of 10 years marketing communications experience in brand management or promotion
- ~ Experience working with, or in, advertising, market research or communications agencies
- ~ Marketing, communication or business qualifications advantageous