

## ABAC Alcohol Marketing Content Checklist

		Checked
<b>1.</b>	<b>Responsible and moderate portrayal of Alcohol Beverages</b>	
	No depictions (not even by implication) or encouragement of: <ul style="list-style-type: none"> <li>• excessive or rapid consumption of alcohol; or</li> <li>• misuse or abuse of alcohol; or</li> <li>• alcohol consumption inconsistent with <a href="#">Australian Alcohol Guidelines</a>; or</li> <li>• irresponsible or offensive behaviour that is related to the consumption of alcohol.</li> </ul>	
	No challenge or dare to consume alcohol.	
	No encouragement to choose a particular alcohol beverage by emphasising: <ul style="list-style-type: none"> <li>• its alcohol strength (unless strength is lower than typical for similar beverages); or</li> <li>• the intoxicating effect of alcohol.</li> </ul>	
<b>2.</b>	<b>Responsibility toward Minors</b>	
	No strong or evident appeal to minors, i.e. the marketing must not: <ul style="list-style-type: none"> <li>• be likely to appeal strongly to minors; or</li> <li>• specifically target minors; or</li> <li>• have particular attractiveness for minors beyond its general attractiveness for adults; or</li> <li>• use imagery, designs, motifs, animations or cartoon characters likely to appeal strongly to minors or that create confusion with confectionary or soft drinks; or</li> <li>• use brand identification on clothing, toys or other merchandise for use primarily by minors.</li> </ul>	
	People who are or look under 18 may only be shown where: <ul style="list-style-type: none"> <li>• they are in an incidental role in a natural situation (ie family socialising responsibly); and</li> <li>• there is no implication they will consume or serve alcohol.</li> </ul>	
	People who are 18-24 years old and look over 18 may only be shown where: <ul style="list-style-type: none"> <li>• The image of the person is not visually prominent within the marketing; or</li> <li>• Is of a real person in a real scenario (not paid model or actor) only if it is placed in either:               <ul style="list-style-type: none"> <li>○ Licensed premises that do not permit entry by minors; or</li> <li>○ A digital platform that is:                   <ul style="list-style-type: none"> <li>▪ Non-alcohol specific (set up for a purpose other than promotion of alcohol); and</li> <li>▪ Requires users to register with birth date and then login to use the platform; and</li> <li>▪ Is able to hide the existence of alcohol pages from users registered as under 18 years of age by selecting appropriate settings (ie facebook).</li> </ul> </li> </ul> </li> </ul>	
<b>3.</b>	<b>Responsible depiction of the effects of alcohol</b>	
	No suggestion consumption/presence of alcohol creates/contributes to significant change in mood/environment.	
	No depiction (nor direct implication) the consumption or presence of alcohol is a cause or contributes to the achievement of personal, business, social, sporting sexual or other success.	
	No implication or suggestion that alcohol shown as part of a celebration was a cause of or contributed to the success or achievement.	
	No suggestion that alcohol offers any therapeutic benefit or is a necessary aid to relaxation.	
<b>4.</b>	<b>Alcohol and Safety</b>	
	No depiction (not even by implication) of alcohol being consumed before or during an activity that, for safety reasons, requires a high degree of alertness or physical co-ordination (i.e. control of a motor vehicle, boat or machinery or swimming).	

Further resources:

[ABAC Guidance Notes](#) [ABAC Pre-vetting Service](#) [ABAC Online Training Course](#)