

Did you know there are strict standards for alcohol marketing and packaging in Australia?



abac.org.au

The Alcohol Beverages Advertising Code (ABAC) prevents alcohol ads showing or encouraging irresponsible alcohol use such as:

- excessive or rapid alcohol consumption
- irresponsible alcohol related behaviour
- strong or evident appeal to minors or images of under 25's
- alcohol improving mood, overcoming problems, causing success, necessary for a celebration or offering health benefits
- alcohol before or during risky activities, like driving or swimming.

Alcohol ads must also be directed to adult audiences only, for example:

- Ads can't be placed with programs primarily aimed at minors
- Alcohol companies have to apply age restriction controls to their social media and digital marketing (Facebook, Instagram, YouTube etc).

If you see an ad or packaging that concerns you, you can lodge a complaint online.



Complaints are assessed by an independent expert Panel at no cost to complainants.

Lodge a complaint at: <https://adstandards.com.au/make-a-complaint/>