



## Important information for alcohol marketers

The alcohol industry has a dedicated code for the responsible marketing of alcohol. If your alcohol advertising and packaging doesn't meet this Code it risks being ordered out of the market.

The ABAC Scheme is a regulatory body for responsible alcohol marketing in Australia. It has the support of Australian Governments and the vast majority of the alcohol, media and advertising industries.

The Code spells out what you cannot say, show or infer in alcohol advertising or packaging.

If there is a complaint about any aspect of alcohol marketing – and it only needs one member of the public to complain – it may be referred to the ABAC Adjudication Panel. This is an independent panel of health and marketing experts headed by Chief Adjudicator Professor Michael Lavarch AO.

If the panel upholds a consumer complaint, the marketer will be asked to modify or withdraw their advertising or remove their packaging from the Australian market. In 2015 this happened to seven alcohol producers and can be enormously expensive.

Many alcohol retailers will only stock products that comply with the Code and Free TV and the Outdoor Media association require confirmation of ABAC Code compliance to run alcohol advertising.

### **Here's how you can reduce the risk.**

- Read the ABAC Responsible Alcohol Marketing Code which sets standards for the content of all alcohol marketing, including product names, packaging and social media.
- Use the Alcohol Advertising Pre-vetting Service for confidential advice on whether your proposed alcohol advertising or packaging is consistent with the Code. If the Pre-vetting Service believes you do comply, you will be provided with an approval you can share with retail stockists and media organisations.

To find out more about the Code and how you can access the Pre-vetting Service:

Go to [www.abac.org.au](http://www.abac.org.au) or email [info@abac.org.au](mailto:info@abac.org.au)