



SHADOW ADVERTISING CONTROL SYSTEM NOT REQUIRED – DSICA

The Distilled Spirits Industry Council of Australia (DSICA) has hit back at claims by health NGOs that Australia needs a shadow complaints review system for alcohol advertising to operate alongside the Government-recognised and backed Alcohol Beverage Advertising Code (ABAC) Scheme.

The backers of the West Australia-based Alcohol Advertising Review Board announced today have claimed that the currently operating quasi-regulatory ABAC system has failed to rein in alcohol advertising.

DSICA Chief Executive and member of the ABAC Management Committee Gordon Broderick said that the supporters of the new review board had made several basic errors of fact in their justification for the new body, such as the ABAC scheme does not address where advertisements are placed and that the complaints process does not cause advertisements to be withdrawn or altered.

Mr Broderick also said that, “the ABAC scheme works very well to prevent non-compliant advertisements appearing in the first place and it quickly removes those rare advertisements complained about and found to be in breach of the code.”

“The ABAC Scheme also has the support of government, who are represented on the Management Committee,” he said.

“Every DSICA member is fully compliant with the ABAC code. They have all advertisements pre-vetted against the code and each company fully complies with any adjudication that an advertisement be removed or changed – which happens very rarely. In fact, the same is true for almost all of the industry.”

Mr Broderick also noted that as the proposed Review Board’s definition of ‘Young person’ was anyone under 25 years, the Review Board’s supporters had decided that legal aged drinkers between 18 and 25 years also had to be protected from alcohol advertising.

ENDS

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