

Free TV Australia
Suite 1, Level 2
76 Berry Street
North Sydney NSW 2060

Re: Review of Commercial Television Industry Code of Practice

The Australian alcohol industry adheres to a world leading regulatory regime administered by the Alcohol Beverages Advertising Code Scheme (ABAC). The Responsible Alcohol Marketing Code sets key standards for the responsible content of alcohol marketing in Australia. The Code applies to all advertising, including television, radio, print, digital, social media and outdoor advertisements. ABAC works in close collaboration with state liquor authorities.

The Management Committee of ABAC includes representation from the Australian Government Department of Health and Aged Care. ABAC's Chair is the Hon Tony Smith and the Chief Adjudicator of the Panel is Prof the Hon Michael Lavarch AO.


The industry notes that changes proposed to the Commercial Television Industry Code of Practice may result in an expansion of when alcohol advertising is permitted. The industry does not support this expansion and recommends that changes to the code do not directly or indirectly facilitate this.

Sincerely,



Alcohol Beverages Australia

25 November 2024



Cocktails & Spirits Australia



Australian Grape & Wine



Brewers Association

