

Alcohol Marketing Compliance Checklist *

Marketing Content	Reviewed
**ABAC Responsible Alcohol Marketing Code (also refer Guidance notes)	
**Alcohol Advertising Pre-vetting Service (AAPS) approval (mandatory for TV, outdoor, cinema & radio)	
AANA Code of ethics	
Competition & Consumer Act 2010	
Marketing Placement	
<u>Television</u>	
Commercial Television Industry Code of Practice	
ASTRA Codes of Practice	
<u>Radio</u>	
Commercial Radio Australia Codes of Practice & Guidelines	
<u>Print</u>	
The Newspaper Works Guiding Principle – Alcohol Advertising	
<u>Outdoor</u>	
Outdoor Media Association Code of Ethics and Alcohol Guidelines	
<u>Digital</u>	
**ABAC Best Practice for the Responsible Marketing of Alcohol beverages in Digital Marketing	
Communications Council Best Practice Guide – Social Media Code of Conduct	
AANA Best Practice Guideline – Responsible Marketing Communications in the Digital Space	
IAB – Australian Digital Advertising Policy & Regulation Guide	
ACCC Guide – Social media to advertise or promote your business (www.accc.gov.au)	
Spam Act 2003 (Cth)	
Privacy Act 1998 (Cth)	
<u>Direct Marketing</u>	
ADMA Code of Practice & Guidelines	
Australian Securities and Investments Commission Act 2001	
Broadcasting Services Act 1992	
Competition & Consumer Act 2010	
Privacy Act 1988	
Spam Act 2003	
Do Not Call Register Act 2006	
Telemarketing and Research Calls Industry Standard 2007	
Telecommunications Act 1997	
Telecommunications (Interception and Access) Amendment (Data Retention) Act 2015	
<u>Names & Packaging</u>	
Food Standards Australia New Zealand – Labelling of alcohol beverages – User Guide	

* This is a quick reference checklist of the principal legislation, codes and guides relevant to alcohol marketing. It does not seek to be a complete checklist or replace legal advice on compliance requirements.

** ABAC requirements