

ALCOHOL ADVERTISING REVIEW BOARD



The Alcohol Advertising Review Board: a new way to take action on alcohol advertising.

The Alcohol Advertising Review Board accepts complaints from the Australian community about alcohol advertisements and aims to provide independent review of alcohol advertising in Australia.

The Alcohol Advertising Review Board was developed by the McCusker Centre for Action on Alcohol and Youth and the Cancer Council WA, supported by other health organisations, in response to the weaknesses of the current self-regulatory advertising system. Its role is to review community complaints about alcohol advertising and deliver rational, considered and consistent determinations, free of industry influence.

Why is the Alcohol Advertising Review Board necessary?

- Young people are exposed to alcohol advertising in many different forms – it's on TV, radio, Facebook, sporting paraphernalia, YouTube, newspapers, cinemas, billboards, bus shelters and more.
- Alcohol advertising impacts on the drinking behaviours and attitudes of young people.
- Self-regulation is failing to ensure alcohol is promoted responsibly in our community – the companies that spend hundreds of millions of dollars a year promoting their products are also in charge of their own voluntary self-regulation system.

How does the Alcohol Advertising Review Board work?

The Alcohol Advertising Review Board Content and Placement Code set criteria for acceptable alcohol advertising. The Code covers all forms of advertising in Australia, including television, press, radio, online, outdoor and sponsorship. Community members are encouraged to lodge complaints about alcohol advertisements that they believe breach any section of the Code – making a complaint is a very simple process. Complaints will be put to a Panel which will consider the advertisement with regard to the Code and make a determination. The Alcohol Advertising Review Board will name and shame alcohol companies that advertise irresponsibly.

How you can support the Alcohol Advertising Review Board

- Submit a complaint about an alcohol advertisement you have seen that may concern you.
- Visit www.alcoholadreview.com.au – there you will find the Code which sets the criteria for acceptable alcohol advertising, with an online form and contact details to submit complaints about irresponsible alcohol advertising, details of the failures of Australia's self-regulated alcohol advertising system and determination reports.
- Raise awareness of the Alcohol Advertising Review Board in your community – among your friends, your workplace, your child's school, groups you belong to and anyone who may be interested.
- If you're interested in becoming a Panel member, contact complaints@alcoholadreview.com.au

For more information

Visit www.alcoholadreview.com.au, email complaints@alcoholadreview.com.au or

follow us on Twitter [@AlcoholAdReview](https://twitter.com/AlcoholAdReview).