



**THE ABAC SCHEME LIMITED ACN 139 761 130
MANAGEMENT COMMITTEE MEETING
Tuesday, 15 March 2016 at 10.30 am**

s22

Teleconference details: Dial s22 and enter Guest Code s22

AGENDA

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2
2

3. CONFIRMATION OF MINUTES OF MEETING 24/11/15 Attachment A

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2
2

8. MATTERS FOR DISCUSSION & DIRECTION

s22

8.2. Digital Placement Attachment G

s22

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10. Digital Marketing placed with Content for Minors

The members discussed the concerns raised in the letter from Professor Magnusson. s4
advised that the Health and Communications Ministers and Departments are looking at
this issue. s47G 7G

s47G

. Department of Health will write to IAB in relation to this issue. s47G

noted that it is important that ABAC recognises that this is an
issue and that ABAC has an educational role to play.

11. Next Meeting:

To be confirmed.

[Meeting closed at 12.20pm]

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**THE ABAC SCHEME LIMITED
MANAGEMENT COMMITTEE MEETING**

Tuesday, 15 March 2016

FOR DISCUSSION

DIGITAL PLACEMENT

Background

A discussion occurred at the last ABAC Management Committee meeting in relation to the placement of a Bundaberg Rum advertisement with Dora the Explorer content on Youtube. Further information has now been obtained about this particular example and the general concern. I have set out the information obtained under the relevant source.

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