

Briefing for Lisa McGlynn and ^{s22}

ABAC Management Committee Meeting

Friday, 24 June 2016

Location:

s22

s22

Attendees:

s22

THIS DOCUMENT HAS BEEN RELEASED UNDER
THE FREEDOM OF INFORMATION ACT 1982
BY THE DEPARTMENT OF HEALTH

8.4 Digital Placement (refer to agenda Attachment J)

Health notes a meeting with IAB has been requested and a date is still to be confirmed. Professor Magnussen wrote to Minister Ley in April 2016, seeking further advice on this matter and he was advised as the Government was in caretaker he will need to write again to the incoming Minister. Health will be interested in the outcome of the discussion with IAB on this complaint.

Health notes the confidential attachment which outlines the concerns and the technical challenges in keeping alcohol adverts invisible to children in the digital media space. The Commonwealth is supportive of these issues being explored with the IAB.

THIS DOCUMENT HAS BEEN RELEASED UNDER
THE FREEDOM OF INFORMATION ACT 1982
BY THE DEPARTMENT OF HEALTH