

Briefing for Lisa McGlynn and s22

ABAC Meeting

Tuesday 11am, 15 March 2016

Location:

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8.2 Digital Placement (refer to agenda Attachment G)

As noted in the agenda paper this issue arose in relation to the placement of a Bundaberg Rum advert with Dora the Explorer content on Youtube and this being viewed by a three year old, potentially.

Some salient points on this topic are:

LPA = legal purchase age

- o The video was viewed on an adult's laptop and the YouTube profile would, as noted, have detect an adult user.*
- o The complainant is an adjudicating member of the Alcohol Advertising Review Board (AARB). See Attachment A for further background on AARB.*
- o The video was an unauthorised, un-licenced video and YouTube would not recognise it as children related content.*
- o There is no code which regulates the placement of alcohol ads in digital media.*

In terms of ABAC considering and adjudicating on placement of alcohol ads in the digital media space it is understood ABAC has no jurisdiction, nor capacity to able to monitor and regulate this space. While it may be able to suggest to signatory companies the importance of care and awareness of the need to not advertise to children in the digital space it is fraught with difficulties to control outcomes. It is expected the other ABAC members will have similar views.

Commonwealth view:

I understand that at the last meeting of ABAC there was discussion about the Department writing to the Interactive Advertising Bureau Limited (IAB) about digital marketing of alcohol.

(The IAB is the peak trade association for online advertising with the principle objective to support and enable the media and marketing industry to ensure they thrive in the digital economy.)

The Department is aware that Professor Magnusson received a response from the Department of Communications about his complaint and I am advised the response cannot be released by Communications due to privacy considerations.

Nonetheless, the Commonwealth is satisfied that the matter has been properly dealt with and notes ABAC plans to write to State and Territory Liquor Licencing regulators to raise the issue of inconsistencies and offering information on ABAC and that letters would be copied to the IGCD. *(This has not yet happened according to the IGCD Secretariat.)*

I understand the Department offered to consider the issue of digital marketing and minors, subject to the views of the Department of Communications. At this stage we do not plan to take this further and we keep a watching brief on this issue. ^{s47E}

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