



Advertising of alcohol products

Sent to the NSW Minister for Better Regulation and Fair Trading, the Hon. Anoulack Chanthivong, MP on 24 August 2023.

For more than 20 years, alcohol companies have made their own rules regarding advertising alcohol products, through the ABAC Scheme. The Scheme was created to delay the setting of government standards – it has no legislative standing, no penalties. The result is an environment where alcohol companies can use harmful targeted advertisements without any impartial oversight.

ABAC gave approval to market Hard Solo in Australia.

- Hard Solo is an alcoholic version of the popular lemon-flavoured soft drink Solo. Hard Solo has an alcohol volume of 4.5 per cent, with each 375ml can providing approximately 1.3 standard drinks.
- Its branding looks similar to the regular Solo, using all the same colours and likely to appeal to young people.
- Children's exposure to alcohol marketing increases their risk of starting drinking at a younger age and more harmful patterns of drinking later in life.

Our community deserves better advertising standards when it comes to alcohol products. These standards should be developed and administered by the government, and prioritise the community's interests, not those of alcohol companies.