

## [1. Alcohol Beverages Advertising Code \(ABAC\) Scheme](#)

<http://www.abac.org.au/> [Tweet](#)

5 out of 5 stars

Australia, National services Creator:  
Alcohol Beverages Advertising Code (ABAC)  
Scheme Last reviewed: 05/04/2018

Review: The quasi-regulatory system for alcohol marketing in Australia and guideline for public wanting to file a complaint. Provides industry and advertising companies with a process to have ads vetted against the standard Code before going public. Access to guidelines for marketers and advertising companies, publications and a summary of complaints that have been adjudicated and upheld. This is an important site designed to protect both the alcohol industry and the public generally.

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Tags: [Advertising](#), [Alcohol](#), [Industry](#),  
[Information](#), [Professionals](#)

## **[2. Alcohol Advertising - Ad Standards](#)**

<https://adstandards.com.au/products-issues/alcohol-advertising> [Tweet](#)

5 out of 5 stars

Australia Creator: Advertising Standards

Bureau Ltd Last reviewed: 27/04/2018

Review: Self-regulatory advertising standards for use by the alcohol and other industries in Australia. Access to guidelines around a number of topics including protecting children, ensuring violence is not promoted, gender is respected, there is no discrimination. Site also contains links to the multitude of Advertising codes related to alcohol advertising. Access to case studies, bulletins and reports plus an online form and step-by-step process to lodge complaints.

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Tags: [Abuse & violence](#), [Advertising](#), [Alcohol](#), [Children](#), [Industry](#), [Resources](#), [Workplaces](#)

### **[3. Alcohol Advertising Review Board](#)**

<http://www.alcoholadreview.com.au/> [Tweet](#)

5 out of 5 stars

**Australia** Creator: Alcohol Advertising Review Board Last reviewed: 25/04/2018

Review: Administers the Alcohol Advertising Review Board Code. The Code sets the criteria for acceptable alcohol advertising in Australia and provides a complaint review service. The priorities are to ensure advertising is socially responsible, encourages only moderate or safe drinking, and does not encourage young people to drink. Members of the community with a concern about any form of alcohol advertising can submit their complaint online with confidence their comments will remain confidential.

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Tags: [Advertising](#), [Alcohol](#), [Communities](#), [Harm reduction](#), [Industry](#)

#### [4. Alcohol Justice - the industry watchdog](#)

<http://alcoholjustice.org/> [Tweet](#)

4 out of 5 stars

USA Creator: Alcohol Justice Last reviewed:  
12/05/2018

Review: National advocacy, media and policy organisation that directly challenges the political influence and marketing might of global alcohol corporations. The organisation utilises evidence-based statistics, independent research, harm reduction campaigns and the development of fact sheets and other resources to promote restraint on the advertising and supply of alcohol. An industry watchdog with both national and international influence.

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Tags: [Advertising](#), [Advocacy](#), [Alcohol](#),  
[Campaigns](#), [Harm reduction](#), [Industry](#), [Policy](#),  
[Research](#), [Resources](#), [Statistics](#)

## [5. McCusker Centre for Action on Alcohol and Youth \(MCAAY\)](#)

<http://mcaay.org.au/> [Tweet](#)

5 out of 5 stars

Australia, WA Creator: McCusker Centre for Action on Alcohol and Youth (MCAAY) Last reviewed: 01/10/2018

Review: A comprehensive approach to preventing harm from alcohol for young people with activity at local, state and federal levels.

Targets for action include: School and community education, Alcohol availability and access, Exposure to alcohol advertising and promotion, Enforcement of liquor laws, Alcohol tax and price, Drink-driving, Support for research and appropriate services, and Support for work with Indigenous organisations and communities.

The site provides access to Industry Guides, Fact sheets, Market Research reports, and Submissions. An excellent site for statistics and overviews of community opinion regards youth and alcohol.

Tags: [Advertising](#), [Alcohol](#), [Communities](#), [Drivers](#), [Email](#), [Indigenous](#), [Industry](#), [News](#), [Prevention](#), [Research](#), [Sport](#), [Youth](#)

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## **[6. Alcohol Action Ireland](#)**

<http://alcoholireland.ie/> [Tweet](#)

5 out of 5 stars

Ireland Creator: Alcohol Action Ireland Last reviewed: 07/05/2018

Review: National not-for-profit advocating for social change related to the use, misuse, advertising and sales of alcohol in Ireland. The harm reduction and health promotion campaigns are based on current research and statistics of the costs of alcohol use including - binge drinking, impacts on crime, comorbidity and mental health, alcohol use by drivers involved in accidents, and abuse and violence which has been fuelled by alcohol - particularly towards the need to better protect children. Access to statistics, news, publications and policy reform. Most relevant to social health students and professionals with an interest in improving public health outcomes.

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Tags: [Advertising](#), [Advocacy](#), [Alcohol](#), [Binge drinking](#), [Campaigns](#), [Crime](#), [Drivers](#), [Harm reduction](#), [Health promotion](#), [Mental health](#), [Statistics](#), [Youth](#)

## [7. Drink Tank - Foundation for Alcohol Research and Education \(FARE\)](#)

<http://drinktank.org.au/> [Tweet](#)

5 out of 5 stars

Australia Creator: Foundation for Alcohol Research and Education (FARE) Last reviewed: 21/09/2017

Review: An interactive initiative by one of Australia's peak bodies designed to generate meaningful debate about alcohol policy and advertising through blog contributions from high profile journalists, community leaders, researchers, policy makers and professionals.

All contributors have an interest in reducing community and individual harms from the use and misuse of alcohol. An excellent site to access when looking for balanced opinions about current issues such as alcohol advertising linked to sport or events. Podcasts can be accessed via subscription.

Tags: [Addiction](#), [Advertising](#), [Alcohol](#), [Binge drinking](#), [Events](#), [Harm reduction](#), [Information](#), [News](#), [Peak bodies](#), [Policy](#), [Professionals](#), [Sport](#)

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## [8. European Centre for Monitoring Alcohol Marketing \(EUCAM\)](#)

<http://www.eucam.info/> [Tweet](#)

4 out of 5 stars

Europe Creator: European Centre for Monitoring Alcohol Marketing (EUCAM) Last reviewed: 21/01/2019

Review: Peak body established to collect, exchange and promote knowledge and experience about alcohol marketing throughout Europe. Access to news, trends and scientific publications. A helpful glimpse in to marketing impacts across multicultural communities. Statistics and trend reports on the impact of alcohol advertising on different age groups provides interesting comparative data for professionals responsible for policy, strategies or health campaigns to reduce possible harms from alcohol misuse.

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Tags: [Advertising](#), [Alcohol](#), [Industry](#), [Multicultural](#), [News](#), [Peak bodies](#), [Policy](#), [Research](#), [Statistics](#), [Strategy](#)

## [9. Tobacco in Australia: Facts & Issues - A comprehensive online resource](#)

<http://www.tobaccoinaustralia.org.au/> [Tweet](#)

4 out of 5 stars

Australia Creator: Cancer Council Victoria Last reviewed: 11/03/2018

Review: Online access to a comprehensive, academic review of major issues related to tobacco smoking and health in Australia. Includes chapters on addiction, health impacts, prevention, trends, advertising, and Indigenous and industry issues. Provides references to international evidence and current and historical trends, as well as the complexity of instigating a successful national tobacco control program. It describes a long-term endeavour that is based on a practical collaboration involving many different professional groups, across jurisdictions and between government and non-government agencies. Written for academics, professionals and social health tertiary students.

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Tags: [Addiction](#), [Advertising](#), [Campaigns](#), [Indigenous](#), [Industry](#), [Information](#), [Law](#), [Online](#), [Statistics](#), [Tax](#), [Tobacco](#)

