

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Friday, 8 November 2024 2:46 PM
To: Code Review
Subject: Free TV Australia "Alcohol advertising on Free to Air TV - feedback Code Review 2024"

[CAUTION - EXTERNAL]

From: [REDACTED]
Subject: Alcohol advertising on Free to Air TV - feedback Code Review 2024

Message Body:

The Australian Alcohol Guidelines recommend that children and people under 18 should not drink alcohol to reduce the risk of injury and other harms to health.

Exposure to alcohol while the brain is still developing can lead to long-term emotional problems and difficulty with learning, planning and memory. This can ultimately limit a young person's ability to reach their full potential, including at school, study, or work.

We know that for young people the more they are exposed to alcohol advertising, the more likely they are to start using alcohol products at a younger age, and to drink more if they are already using alcohol.

I am deeply concerned that the proposed revisions to the Code Review 2024 will extend the times that alcoholic products can be advertised. This means children and young people are now likely to see even more alcohol marketing. The revisions also fail to close the existing loophole that permits alcohol advertising during live sports broadcasts.

We need to reduce the amount of alcohol advertising on TV, not increase it, especially during sports broadcasts and other times when children/young people are likely to be watching TV.

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New feedback has been submitted for Code Review.

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