

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Monday, 11 November 2024 4:58 PM
To: Code Review
Subject: Free TV Australia "WACOSS Submission to the Free TV Code Review"

[CAUTION - EXTERNAL]

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Message Body:

The Western Australian Council of Social Service Inc. (WACOSS) welcomes the opportunity to make a submission to the Free TV Code Review. WACOSS is the peak body for the community services sector in Western Australia and works to create an equitable society.

WACOSS is greatly concerned that proposed changes to the Free TV Code will increase the amount of time in which alcohol related products can be advertised.

Currently, broadcasting commercials for alcohol products is limited by restrictions placed on the M and M15+ classification zones. The proposal to expand the hours of the M classification zone to allow broadcasting from 10.00 am to 3.00 pm and 7.30 pm to 6.00 am on all days increases both the amount of time alcohol commercials can be shown and the likelihood children will be exposed to alcohol advertising. The changes will allow alcohol ads to be played during the middle of the day on Weekends, Public Holidays, and during School Holidays - times when children are known to use TV services.

Public health research demonstrates that exposure to alcohol marketing is harmful and leads to an increased likelihood of early alcohol use, increased drinking intentions, and an increase in harmful and hazardous drinking behaviours. This has both short and long term impacts for the person consuming alcohol and their community, with alcohol consumption linked to cancer, liver disease, personal injury, road injuries and fatalities, relationship break down, increased aggression and financial hardship.

We recommend that the proposed changes to the Free TV Code are redrafted to restrict broadcasting of alcohol commercials, ensuring broadcasting hours for alcohol commercials do not exceed current limits. It is critical that the Free TV Code prioritises the wellbeing of the Australian community and for future generations, and ensures appropriate safeguards are in place to keep advertising of harmful products – including alcohol products – at a minimum.

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New feedback has been submitted for Code Review.

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