

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Thursday, 24 October 2024 5:30 AM
To: Code Review
Subject: Free TV Australia "CODE REVIEW 2024"

[CAUTION - EXTERNAL]

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Message Body:

NOFASD Australia is the national peak body for individuals and families living with Fetal Alcohol Spectrum Disorder (FASD) and holds a strong responsibility to advocate for the safety and wellbeing of families in Australia. Therefore, we express our concern with the proposed changes to the Commercial Television Industry Code of Practice (the Code). Specifically, the movement towards Simplifying M-zone classification times, to better align with the codes of practice of other television broadcasters.

A shift in M-zone classification times will result in an increased number of hours during the day that M rated content can be screened on Free TV – which includes school days, weekends, and public holidays. This is deeply concerning, as this will directly result in an increased number of hours per day that alcohol advertisements can be broadcast, posing significant risks to families and children. Increased exposure to alcohol advertising during daytime hours can result in normalised drinking behaviours among impressionable audiences, particularly children and young people. Early exposure to alcohol marketing can further lead to increased consumption and a higher likelihood of developing unhealthy drinking habits in adolescence and adulthood.

Free TV state: 'The community expects commercial television broadcasters to deliver content that that is safe, entertaining and informative, while also empowering Australians to make choices about what they and their families watch.' Families deserve environments that promote healthy choices and positive role models. Expanding the hours for M-zone viewing contradicts the statement from Free TV, leaving families with reduced choice of safe viewing, specifically during key moments when families are together, such as mealtimes or family viewing times.

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New feedback has been submitted for Code Review.

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