

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Monday, 4 November 2024 12:14 PM
To: Code Review
Subject: Free TV Australia "Proposed extension of Alcohol advertising and sport"

[CAUTION - EXTERNAL]

From: [REDACTED]
Subject: Proposed extension of Alcohol advertising and sport

Message Body:

Thank you for the opportunity to comment on this proposal. There is absolutely no need for there to be an expansion of the length of time that the advertising of alcohol products may be shown on TV - and particularly at times when children may be watching. There are already far too many alcohol advertisements broadcast on TV channels. This proposal is the alcohol industry wanting to expand its markets and push its products at a time when many young people, concerned about their health, are opting for alcohol free products. The industry perceives a threat to its profits and so as part of a considered strategy, will be pushing wherever it can, to extend its markets to new users. This kind of advertising normalises drinking, and familiarizes viewers with the idea that booze goes (more or less automatically) with sport; illogical, really, when you consider the toxic effects of binge drinking and how this must ultimately affect the performance of all kinds of athletes.

If people want to drink, they already know what their favourite products are, and where to buy them, and where the cheapest drinks are available - why should there be a need to extend the volume and visibility of alcohol advertising at all?

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New feedback has been submitted for Code Review.

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