

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Tuesday, 5 November 2024 8:21 AM
To: Code Review
Subject: Free TV Australia "Reducing alcohol advertising on television,"

[CAUTION - EXTERNAL]

From: [REDACTED]
Subject: Reducing alcohol advertising on television,

Message Body:

Reducing alcohol advertising on television, especially when children are likely to be part of the audience, is a crucial step toward safeguarding the well-being of young viewers. Evidence indicates that children are particularly susceptible to the influence of advertising, which can shape their attitudes and behaviors toward alcohol consumption. Exposure to alcohol advertising has been linked to earlier initiation of drinking and increased likelihood of developing harmful drinking patterns later in life. The Commercial Television Industry Code of Practice emphasizes the importance of protecting children from exposure to inappropriate material, and alcohol advertising fits into this category due to its potential impact on young and impressionable audiences. By implementing stricter regulations around the timing and content of alcohol ads, especially during hours when children are likely to watch TV, we can better align with community standards and support healthier development for children. This would not only meet the community's expectations for responsible broadcasting but also demonstrate a commitment to prioritizing public health, particularly the well-being of younger generations.

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New feedback has been submitted for Code Review.

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