

## **on the draft Free TV Code 26.10.24**

The permissions for alcohol advertising and promotion on television should be removed. In determining appropriate community safeguards for alcohol advertising the review of the code needs to consider the full range of harms due to alcohol use.

This includes but is certainly not limited to the harms outlined in some of the submissions to a current Parliamentary inquiry which are listed, summarised and attached below:

- Problems caused by alcohol use do not just affect the user but has impacts on their family and friends.
- There is increased pressure on emergency departments and their staff due to alcohol use, and reduced ability to treat other patients due to intoxicated patients causing problems, and due to the massive number of injuries and illnesses caused by alcohol use.
- There is increased pressure on health services generally due to alcohol use.
- There are increased medical problems in rural areas due to alcohol use, which is made worse by the lack of medical support in rural areas.
- Violence against women is caused by alcohol use.
- Dementia is caused or contributed to by alcohol use.

**011 Stephanie Taylor:** this submission refers to the impact of alcohol use on families, not just individual users of alcohol.

**013 Name withheld:** the submitter describes extensive alcohol harm they have suffered and calls for less alcohol advertising in sport.

**016 Dementia Australia:** the submission says that alcohol use is a risk factor for dementia and indicates the damaging effects of dementia.

**029 Injury Matters:** the submission refers to the increased risk of injury due to alcohol use and in section 2.3.2 of the submission recommends reduction in the exposure of children and young people to the marketing of alcohol.

**038 Hello Sunday Morning:** the submission emphasises the importance of preventing alcohol harm to reduce the pressure on health services.

**040 Ms Narella Coleman-Flood:** the submission refers to the lack of communication about breast cancer risk due to alcohol use.

**047 National Women's Safety Alliance:** the submission focusses on violence against women due to alcohol use.

**070 Mr Brett James:** the submission lists some alcohol harms suffered by Mr James, indicates the impact that his alcohol use had on his friends and family, and on the second page calls for less alcohol advertising.

**076 Alcohol Change Australia:** the submission lists alcohol harms and recommends on page 2 that alcohol advertising be reduced.

**077 Alcohol and Drug Foundation:** the submission says children should be less exposed to alcohol advertising (page 7) and highlights the substantial increase in alcohol use by high school girls in recent years (page 12).

**080 Australian Medical Association:** the submission lists alcohol harms and recommends less alcohol advertising (page 5).

**081 Ms Rachel Allen:** the submission is about her son, a young man whose life was destroyed and then ended by alcohol use.

**090 National Rural Health Alliance:** the submission outlines greater alcohol harm in rural areas compared with other areas, and the lack of medical and other support in rural areas.

**095 Australian College for Emergency Medicine:** the submission explains how intoxicated emergency department patients create an unsafe work environment and have other damaging impacts on medical and other staff, thereby reducing their ability to care for other patients or preventing other patients from being treated at all. The submission also explains that alcohol use is the reason for many of the injuries and illnesses which result in people being in the emergency department, which is not only a problem for those people but further reduces the ability of overburdened medical staff to care for other emergency department patients.

**096 Royal Australasian College of Physicians:** the submission lists some alcohol harms and recommends reduced alcohol advertising (pages 4, 10 and 11).

