

[REDACTED]

From: Free TV Australia <noreply@freetv.com.au>
Sent: Wednesday, 6 November 2024 9:08 PM
To: Code Review
Subject: Free TV Australia "Extension of time allowed for advertising alcohol on commercial TV"

[CAUTION - EXTERNAL]

From: [REDACTED]
Subject: Extension of time allowed for advertising alcohol on commercial TV

Message Body:

I am writing as a concerned private citizen and also on behalf of WCTU Drug-Free Lifestyles of which I am the [REDACTED] The Woman's Christian Temperance Union is the longest running women's organization in the world and has been actively working in Australia for over 130 years, promoting the welfare on the home and families and educating the community about the dangers to health and society of the consumption of drugs, including alcohol.

According to The Australian Institute of Health and Welfare (2024) the estimated social cost of alcohol use in Australia was \$66.8 billion in 2017–2018. Of the total tangible amount, workplace costs were \$4.0 billion, with an estimated \$3.6 billion due to absenteeism. This was followed by crime (\$3.1 billion), total healthcare costs (\$2.8 billion) and road traffic crashes (\$2.4 billion). Of the total intangible amount, premature death was \$25.9 billion and lost quality of life was \$20.7 billion (Whetton et al. 2021).

The application by commercial TV to extend the hours during which alcohol advertisements can be shown by about 800 hours per year should be rejected. Much of this advertising occurs during sporting events and it has been found that there is an increase in alcohol related family violence during these times. It is also a time when children are probably watching TV and seeing alcohol advertisements at that time can have serious long-term results.

I therefore sincerely ask you to refuse any application that will allow more promotion of alcohol on the television. In fact, the ads should be reduced for the benefit of public health.

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New feedback has been submitted for Code Review.

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