

Dear ACMA,

The rules governing alcohol advertising on commercial free-to-air TV do not meet the standard needed by the community. They do not provide appropriate community safeguards.

The current rules allow too much advertising, too often, and inappropriately expose children to alcohol advertising.

This worsens alcohol-related harm in Australia, including poor health outcomes and increase the risk of alcohol fuelled domestic, family and sexual violence.

I do not support the industry continuing to create its own rules governing alcohol advertising.

I believe ACMA should create a new program standard to govern alcohol advertising that will reduce alcohol-related harm and put the community first.

I would like to see improvements that:

- Reduce the hours that alcohol advertising is allowed, limiting to times when children won't see it, for example late night.
- Remove the exemption allowing alcohol advertising during sports programs;
- Broaden the definition of alcohol advertising to ensure all forms of alcohol marketing are covered

Thank you for considering my submission.

Kind regards,

Jan Mitchell

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