

**From:** [REDACTED]  
**To:** [CAMR](#)  
**Subject:** Submission on alcohol ads loophole  
**Date:** Friday, 10 April 2026 7:37:07 PM

---

You don't often get email from [REDACTED]. [Learn why this is important](#)

**CAUTION:** This email is from an external sender. Do NOT click on links or open attachments unless you recognise the sender and KNOW the content is safe. If you are in doubt, please contact the Corporate Service Desk.

Good evening,

I strongly support closing the loophole that allows alcohol ads to be shown during live sport during children's viewing hours. I'm not sure why this exemption exists, it seems nonsensical to me. Certainly it's not for the benefit of children. My 4-year-old comments on ads all the time, recognises brands and sings jingles. Advertising is not lost on them. I'd love to be able to watch live sport with my kids in future without exposing them to harmful product advertising. Surely this only benefits alcohol multi-nationals, not our kids.

Please choose to prioritise Australian parents and children and close this loophole.  
Many thanks

[REDACTED]

P.s. It's hard to find the time to contribute in this way, as a busy parent, but I think this is really important. I'm writing this as I sit next to my son while he falls asleep. I don't think alcohol ads should be on TV at all, but at the very least they should be on after he goes to bed. That's just common sense. Children love live sport, there's no good reason why it should be exempted.