

Brynn Mathews



19/4/2026

Submission to Review of Alcohol Advertising Rules in the Free TV Code

The impact of alcohol on individual health and community welfare is well known with heart and liver disease, domestic violence and FASD being just a few of the more common impacts

We saw the removal of smoking/tobacco promotion from sport and TV advertising many years ago. We are getting the same cries of doom and imminent bankruptcy from the sporting codes and TV networks as when tobacco bans were first proposed. But they all survived and are still here and can be expected to do so again. Yet our legislators have failed to place the same restrictions on alcohol advertising, despite its even broader impacts than smoking with FASD being intergenerational.

So please issue a report that forces the government to take effective action to permanently remove alcohol promotion from sport and free to air TV. Maybe it will also give them the courage to take more forceful action on gambling advertising, another scourge on the individual and community.

Yours sincerely



Brynn Mathews