

**From:** [REDACTED]  
**Sent:** Sunday, 19 April 2026 10:44 PM  
**To:** CAMR  
**Subject:** Submission to ACMA - on Need for Much better regulation (STANDARDS) of Advertising for Alcohol - to young people and especially during sports TV shows

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Submission to CAMR@acma.gov.au      Date : 19 April 2026

**Note: I Would prefer my name NOT to published**

Strengthening the Regulation of Advertising and Alcoholism

I strongly believe that ACMA can and should do much more than at present to improve the regulation of advertising on Alcohol products - and hence to reduce many health issues in communities caused by excessive drinking, by adults and especially young people.

A big worry to me is the way that alcohol producers and sellers have largely been able to dictate when and where and how they can advertise alcohol products. For instance the weak regulations regarding advertising in sport and especially during sporting events watched by children.

As an educator who has taught and closely observed teen-agers in both urban and rural areas for over 30 years, I have seen that the attraction for alcohol is clearly influenced by the amount and timing of advertising on all media and signage. TV and radio and 'signage' advertising for drinks (and gambling) can insidiously affect students and other young school members by promoting a culture of drink with sport (and often alcohol-related gambling). Advertising of alcohol has led to a culture in some clubs and teams - which promotes the view that excessive drinking of alcohol is "OK" after training and sporting events, and often leads to people who do not drink being seen as 'faders' or losers.

I sincerely hope and trust that ACMA will carefully:

- (a) analyse the existing regulations on location and timing of all types of alcohol advertising,
- (b) determine existing weaknesses in these rules, in the way they contribute to high alcohol use and damage to health and community welfare,
- (c) design ways that the rules on advertising can be changed to reduce alcohol consumption and hence reduce harm in the community - especially among young people.

As a parent who has watched school-children growing up in rural areas, and older students studying on their own in main cities, I have seen the serious impacts of alcohol on many families - where advertisement for alcohol has been so strong as to take the control of student behaviour out of parents control, and in some cases destroy the health and welfare of whole families.

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### Three main summary points:

- The alcohol industry should clearly NOT be allowed to continue creating its own rules governing alcohol advertising.

- The ACMA should create new “**Program Standards**” to govern alcohol advertising that will reduce alcohol-related harm and put the focus on communities.
- Ban Adverts for Advertising of Alcohol to young people - especially during sports TV shows.

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**In addition, 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 exemptions allowing alcohol advertising during sports programs; ·
- , Broaden the alcohol advertising rules to ensure all forms of alcohol marketing are covered;
- Ensure "broadcast video on demand" services like 7Plus, 9Now and 10Play are covered in a new program standard

Sincerely

[REDACTED]

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[REDACTED]