

Dear ACMA,

My name is [REDACTED]. I'm an Australian who doesn't consume alcohol, and a large part of that choice is because of the harm it causes our communities. In Australia, despite the harm, alcohol is very normalised, even around children. A huge part of this is the state of alcohol advertising. Studies consistently show that exposure to alcohol in childhood has major negative impacts on the health and futures of children, and that exposure to alcohol advertising is correlated with children engaging in risky drinking earlier.

I believe that 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've previously written into ACMA to complain about alcohol ads running during a program when I thought it was inappropriate. I'll be honest, I wasn't particularly happy with the result, and it was then that it became clear to me that the standards need to be better.

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 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

Thank you for considering my submission.

Kind regards,

[REDACTED]