

From: [REDACTED]
To: [CAMR](#)
Subject: SUBMISSION RE ALCOHOL ADVERTISING
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Dear ACMA,

I AM A PARENT AND A PARENT AND CHILD EDUCATOR WHO HAS HAD TO SUFFER WHEN MY CHILD, AND THE CHILDREN OF OTHERS, HAVE BEEN EXPOSED TO ALCOHOL ADVERTISING WITHOUT MY PERMISSION AND WITHOUT THE PERMISSION OF OTHER PARENTS..

ALCOHOL IS A DANGEROUS DRUG THAT SHOULD NOT BE ADVERTISED TO ANYONE LET ALONE CHILDREN.

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.

AS A TEENAGER I WAS A BLACK OUT DRUNK BECAUSE I WAS INFLUENCED TO DRINK ALCOHOL AS A STATUS SYMBOL AND AS A KEY TO BEING ACCEPTED TO PEERS AND WOMEN IN PARTICULAR.

I HAVE STOPPED WATCHING TELEVISION MYSELF AS THE QUALITY OF PROGRAMS IS SO LOW AND I DO NOT WANT TO BE EXPOSED TO ALCOHOL ADVERTISING.

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
- STOP ALL ALCOHOL ADVERTISING AT ALL TIMES THROUGH ALL MEDIA.

Thank you for considering my submission.

Kind regards,

MR PETER M ROWAN

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