

[REDACTED]

From: [REDACTED]
Sent: Tuesday, 21 April 2026 4:20 PM
To: CAMR
Subject: ACMA submission

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Dear ACMA

My name is [REDACTED] and I'm a parent of two young boys who love sport – which in today's environment, means they are currently flooded with alcohol ads when watching the games they love. I do my best to encourage an active lifestyle and make good choices – but I feel like this is being overridden by the system and an industry which is currently allowed to tell them to drink and that alcohol is a part of the sporting culture they love.

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 mentioned above, when we sit down as a family to watch sport and my boys see harmful products being advertised, it is a complete contradiction to the game they love, it makes no sense.

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 and for the work you are doing to support parents and all Australians.

[REDACTED]