

Dear ACMA,

I am a concerned Australian citizen and mother of teenagers who is concerned about the amount of gambling and alcohol advertising that my family is exposed to whenever we watch sport together on TV (which, as sporting enthusiasts, is regularly!).

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. I do not support the industry continuing to create its own rules governing 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.

While I pride myself on the drug and alcohol education my children have received at school and at home (along with excellent modelling of responsible alcohol consumption by their parents and our friends and family), my teenage daughter recently told me that I just don't understand that it's considered "normal" that most teenagers are regularly consuming alcohol to the point of passing out and/or vomiting – on an at least monthly basis! Our children are sponges and are seeing alcohol portrayed on prime-time TV (and in association with sporting events) as something that brings people together and creates a good time, without showing any of the damaging social and health-related side-effects.

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
- Ensure every alcohol advertisement carries the same health warning as cigarettes are required to have – the World Health Organisation also lists alcohol as a class one carcinogen.

Thank you for considering my submission.

Kind regards,

A large black rectangular redaction box covering the signature and name of the sender.