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21st April 2026

Dear ACMA,

My name is Seana Smith, I am a parent to four children, now young adults. I am also a sober person and the daughter of a father who died of his drinking, after creating much chaos and being a DV perpetrator.

I have watched a lot of NRL with my kids over the past decades and have always been upset by the amount of alcohol advertising they have been subjected too. Two of my boys are now drinking a lot themselves, and already one has had a DUI. I really do not think that alcohol should be advertising during sport at all. It is well known that many people are not able to control their drinking. Like all harmful products, normalising it should be curtailed. Adverts do not tell the whole truth about alcohol, instead it is glamourised.

The community, especially children, need to be safeguarded, protected from this harmful advertising. Alcohol causes great harms to families as well as the drinking individuals. We know that harms increase at certain times. Time to make some changes!

Family and sexual violence is clearly linked to alcohol consumption. I am amazed that sports allow themselves to be associated with alcohol companies, but they do. Alcohol advertising needs to be completely removed from any times when children, teenagers and young adults may be watching.

ACMA could change the way things run to ensure that alcohol advertising is severely curtailed, if not entirely stopped.

Alcohol causes dreadful harms in our society, just as nicotine does. It's time to have the same restrictions on alcohol as we have on nicotine.

Thank you for considering my submission.

Kind regards,

Seana Smith