

**From:** [REDACTED]  
**To:** [CAMR](#)  
**Subject:** Alcohol ads on TV  
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Dear ACMA,

My name is Andy [REDACTED] and I feel passionately about the conversation of allowing alcohol advertising on television because I watched my fit, healthy husband almost die from alcohol dependence and believe there needs to be greater awareness around the dangers of normalising drinking alcohol.

As a mother, business owner, and someone deeply committed to improving health outcomes in our community, this issue matters greatly to me. What is most important is protecting children and families from the normalisation of alcohol and reducing the harm it causes across Australian society.

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 regularly see alcohol advertising during early evening television, including during sports broadcasts that are watched by families and children. Recently, I've noticed alcohol ads being shown during prime-time viewing hours, well before children's bedtimes, reinforcing the idea that alcohol is a normal and essential part of everyday life.

From both a personal and professional perspective, I have seen the real harm this causes. Alcohol dependence nearly cost my husband his life, and I see many people in our community struggling with the pressure and normalisation created by constant exposure to alcohol marketing. These ads contribute to a culture where drinking is expected, making it harder for people to reduce or abstain, even when it is negatively impacting their health and relationships.

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

I would also strongly support the complete removal of alcohol advertising from free-to-air television. At a minimum, advertising should not appear during any programming that is likely to be viewed by children or families. Greater transparency, independent oversight, and clear accountability measures should also be introduced to ensure these standards are upheld.

Thank you for considering my submission.

Kind regards,  
Andy 