

Dear ACMA,

My name is Shani, I am employed as a Health Promotion Officer. I am a mother of three. I am concerned about children's exposure to alcohol and alcohol advertising.

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.

There have been multiple times my children have been watching free-to-air TV when alcohol advertising has been shown.

Alcohol advertising has a significant impact on children's drinking habits. Research indicates that exposure to alcohol advertising at a young age is linked to earlier and more risky drinking. Children exposed to alcohol advertising are more likely to start drinking sooner and engage in risky drinking behaviours later in life. The more alcohol advertisements they see, the more likely they are to drink alcohol. This exposure can lead to increased health risks, including mental health issues and long-term dependency problems. To mitigate these risks, it is crucial to regulate alcohol advertising and protect children from its harmful effects. *

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 like to see that children are not exposed to alcohol advertising at any time.

Thank you for considering my submission.

Kind regards,

Shani

*References

(Alcohol Drug Foundation [Impact on children and young people - Alcohol and Drug Foundation](#)),

(Cancer Council WA [Should we be concerned about children seeing alcohol ads? - Cancer Council WA](#))

(Positive Choices [Media and Marketing's Influence on Drug and Alcohol Use - Positive Choices](#))

(NSW Health and St Vincent's Alcohol and Drug Information Service [Alcohol ads on social media target teens and young people](#))

(Foundation for Alcohol Research and Education [Children's recall of alcohol ads on commercial television highlights urgent need for reform | FARE](#))