

From: [REDACTED]
To: [CAMR](#)
Subject: Submission to the rules around alcohol ads on TV
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Dear ACMA,

As an Australian citizen I have been concerned for many years about the degree of alcohol advertising screened on our free-to-air TV and its targeting of a younger and impressionable cohort to expand its market and profits.

Research shows that when children are exposed to alcohol marketing, they are more likely to begin drinking at a younger age and drink at harmful levels later in life.

I am also concerned about the impact of alcohol in the community and its significant impact in domestic violence cases. The alcohol advertising on our TV does nothing to diminish the public opinion of alcohol and acceptance of its consumption as a normal social activity without any adverse health or social consequences.

This worsens alcohol-related harm in Australia, including poor health outcomes and increase the risk of alcohol fuelled domestic, family and sexual violence.

Alcohol is a harmful product. Every day, people across Australia are negatively impacted by alcohol, through injury, violence, mental ill-health, chronic disease, family violence and disadvantage.

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. Removing the loophole allowing advertising during sports programs where alcohol ads can be shown any time on weekends and public holidays if it is during a sports broadcast, where the Alcohol companies use these loose rules to saturate televised sports programs.

Children frequently watch sport on TV and should be able to do so without seeing ads for alcohol. Research shows that when children are exposed to alcohol marketing, they are more likely to begin drinking at a younger age and drink at harmful levels later in life.

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
- Include harm warnings with all alcohol advertisements and especially the harm that can be inflicted on unborn children during pregnancy.

Thank you for considering my submission.

Kind regards,

Alexander Hood