

Dear ACMA,

**Re: Review of alcohol advertising rules in the Free TV Code.**

Thank you for the opportunity to submit to this important consultation.

As a mother of two young children, I can't continue to allow them to be exposed to harmful advertising that could have detrimental long-term impacts on their health when they just want to engage with a sport that brings them so much enjoyment.

As a health professional I also know our health system is under incredible and increasing strain and it is irresponsible to allow a known contributor to the burden of chronic disease and hospitalisation to continue to be promoted during sporting events for the sake of profits.

I do not support the industry continuing to self-regulate alcohol advertising, it is time for the creation of a new program standard to govern alcohol advertising that will reduce alcohol-related harm and put the community first.

The reasons for this are compelling:

**Advertising alcohol during sporting events does not meet community expectations.**

Consumer research conducted by the Foundation for Alcohol Research and Education identified that three out of every four Australians surveyed reported that there should be less alcohol advertising on television. Over 80% of respondents supported restrictions being introduced on alcohol advertising during children's viewing hours, including during live sport.<sup>1</sup>

Children don't support being exposed to alcohol advertising. Research from Western Australia also sought perspectives from children on exposure to alcohol advertising, with many participants raising ethical concerns about exposure to alcohol advertising which could potentially lead to longer term health impacts.<sup>2</sup>

**Evidence demonstrates alcohol advertising increases earlier onset of alcohol consumption in youth.**

A systematic review of 12 studies published in 2016 found young people with greater exposure to alcohol marketing appear to be more likely to subsequently initiate alcohol consumption as a child/youth and engage in binge and hazardous drinking.<sup>3</sup>

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<sup>1</sup> FARE, Alcohol advertising on Australian commercial television: community attitudes, 2026, Available from: <https://fare.org.au/wp-content/uploads/Alcohol-advertising-on-Australian-commercial-television-community-attitudes.pdf>

<sup>2</sup> Francis, J; Ross, E; Pulker, C; Brinkman, S; Mandzufas, J; Martin, K; Howard, J & Trapp, G. Children's views on outdoor advertising of unhealthy food and beverages near schools. *Appetite*, 2025 <https://doi.org/10.1016/j.appet.2025.107851>

<sup>3</sup> Jernigan D, Noel J, Landon J, Thornton N, Lobstein T. Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. *Addiction*. 2017 Jan;112 Suppl 1:7-20. doi: 10.1111/add.13591. Epub 2016 Nov 8. PMID: 27565582.

## **Alcohol related hospital presentations and harms from sporting events.**

Increases in alcohol related hospital presentations have been demonstrated around significant sporting events within Australia including Melbourne Cup Day and the AFL grand final.<sup>4</sup> Furthermore, police records demonstrate an increase in assaults (including domestic violence) associated with State of Origin matches in NSW. This is hypothesised to be at least partially attributed to increased alcohol consumption around the sporting event.<sup>5</sup>

There are some simple strategies which could support reducing the harms from alcohol advertising which should be considered as part of the ACMA review:

- 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; and
- Ensure "broadcast video on demand" services like 7Plus, 9Now and 10Play are covered in a new program standard

Sport is a part of the cultural fabric of Australia and participation in sport has significant health and well-being benefits. Let's not undo the positive physical and mental health outcomes of encouraging sport participation by exposing children to harmful alcohol advertising. We don't advertise other known harmful substances such as tobacco, so I implore you to consider, why should alcohol be the exception.

Thank you for your time in considering my submission.

Kind regards,



Ms Ashley Crawford

29/04/2026

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<sup>4</sup> Hagan SR, Crilly J, Ranse J. Alcohol-Related Presentations to Emergency Departments on Days with Holidays, Social, and Sporting Events: An Integrative Literature Review. *Prehosp Disaster Med.* 2023 Dec;38(6):764-773. doi: 10.1017/S1049023X23006507. Epub 2023 Oct 25. PMID: 37877224; PMCID: PMC10694469.

<sup>5</sup> Livingston M, The association between State of Origin and assaults in two Australian states. Centre for Alcohol Policy Research. Jun 2018. Available from: <https://fare.org.au/wp-content/uploads/The-association-between-State-of-Origin-and-assaults-in-two-Australian-states-noEM.pdf>