



30 April 2026

Australian Communications and Media Authority
PO Box 13112
Law Courts Melbourne VIC 8010

Subject: Review of alcohol advertising rules in the Free TV Code

Dear Sir/Madam,

As the Regional Managing Director Australia of LIV Golf, I submit our formal position on the ACMA Review of alcohol advertising rules in the Free TV Code.

LIV Golf is a global sports league with a strong presence in Australia via our annual LIV Golf Adelaide event which delivers in excess of \$150m of annual economic impact for the region. We support the comprehensive submission led by Alcohol Beverages Australia (ABA) and believe the current co-regulatory framework effectively balances a vibrant sports economy with responsible marketing and communication practices.

LIV Golf's business model relies on a stable commercial environment underpinned by our media rights and sponsorship revenues. This revenue is essential in funding event logistics, venue operations, the fan experience, as well as investment in participation and community initiatives. One such initiative includes our partnership with Reclink - a not-for-profit organisation that provides marginalised youth with improved life skills, social integration and other opportunities via sport. It is also important to note that the LIV Golf Adelaide event has twice achieved GEO certification as the most sustainable golf event in Australia.

Compromising these revenue streams would inevitably lead to adverse impacts:

- **Devaluation of Media Rights:** restrictions on advertising within sports broadcasts often reduce broadcast package values.
- **Pressure on Fan Costs:** constrained media rights (and sponsorship / advertiser) revenues would likely see a shift in costs to fans, immediately raising ticket prices and other charges, making major events less accessible for the Australian consumer.
- **Impairment of Event Delivery and Infrastructure:** reduced revenues are likely to negatively impact our ability to deliver to world-class standards which will have a direct impact on the fan experience.

Support for Existing Safeguards and Regulatory Framework

LIV Golf understands the role that we play in the responsible marketing, communication and consumption of alcohol. It is important to note our proud partnership with Drinkwise Australia for the past two events where we believe education-based partnerships can be effective at

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fostering a healthy and responsible drinking culture while enjoying and watching world-class sports events.

The alcohol industry is comprehensively and adequately regulated, whether this be related to the experience of a patron attending a sporting event, as well as the experience of the viewer tuning into their favourite sports broadcast. We believe that the current regulation and safeguards effectively promote the responsible marketing, communication and consumption of alcohol, while considering and balancing the commercial importance of this sector to sports events and broadcasts, so that we can continue to deliver world-class sporting events and contribute to the Australian economy.

We appreciate ACMA's consideration of this submission in its review of the alcohol advertising rules in the Free TV Code.

Yours Sincerely,

A handwritten signature in black ink, appearing to be "BS" or similar initials.

Ben Slack
Regional Managing Director Australia
LIV Golf