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Manager, Content and Media Reform
Australian Communications and Media Authority
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Via email camr@acma.gov.au

Venues NSW Submission - ACMA Review of Alcohol Advertising Restrictions

Venues NSW welcomes the opportunity to make submission to ACMA's review of alcohol advertising restrictions under the Commercial Television Industry Code of Practice (Free TV Code).

The Venues NSW story begins in 1851 when what would become the Sydney Cricket Ground was established by British troops stationed at the nearby Victoria Barracks. Today, we care for and operate six distinct sporting and entertainment precincts across NSW, including the home of the Sydney Olympics, Accor Stadium and the modern Allianz Stadium at Moore Park and CommBank Stadium in Parramatta. Given our custodianship of NSW's major publicly owned venues, Venues NSW has a direct interest in this review. While the review is focused on the Free TV Code, the Terms of Reference also extend to in-stadium and integrated advertising arrangements. These arrangements are relevant to venue operators, our home teams and codes and to the overall commercial delivery of major sporting and entertainment events.

Major venues sit at the centre of a complex ecosystem involving sporting organisations, promoters, broadcasters, sponsors, hospitality providers, government stakeholders and, most importantly, the millions of fans who pass through our gates each year.

Venues are the places of business for Australia's major sporting codes and the stages on which live sport and large-scale events are delivered to the public. Sporting and entertainment events contribute to the greater good. This can be in the form of major charity fundraisers such as the annual New Year's Pink Test, which raised some \$12m for cancer research this past summer. Or it could be visits by major international concert artists such as Taylor Swift, and the significant economic, tourism and social benefit delivered by such events.

Any tightening of the current regulatory settings may have the potential to affect not only broadcasters and rights holders, but also venue operators, event presentation models and, ultimately, the experience of fans and the communities those events serve.

Commercial revenue, including revenue derived from sponsorships and alcohol-category partnerships, is a component of the financial model for venue operators. These arrangements support venue operations, event-day delivery, patron services and ongoing investment in facilities and infrastructure.

If the current settings are tightened, the value of existing sponsorship and integrated commercial arrangements may be reduced. This would have potential flow-on impacts across venue economics, event costs and the broader live events sector.

Venues NSW recognises the importance of responsible regulation and the need to promote responsible service and consumption of alcohol. Our venues operate within established liquor licensing frameworks and are subject to strict responsible service obligations, event-day safety protocols and other management requirements.

With alcohol advertising already regulated through a comprehensive and balanced framework, including the Alcohol Beverages Advertising Scheme, any changes to the current settings should be approached with caution.

We encourage ACMA to ensure that any recommendations are informed by a clear and practical understanding of how major venues operate in the Australian sporting and entertainment landscape.

Kind regards,



Phillip Heads

Group GM Communications, Heritage and Community