



**Mental Health
Commission**



Our ref: MHC26/41302
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Ms Nerida O'Loughlin
Chair and Agency Head
The Australian Communications and Media Authority (ACMA)
Level 3, 40 Cameron Avenue
BELCONNEN ACT 2617

By Email: camr@acma.gov.au

Dear Ms O'Loughlin,

REVIEW OF ALCOHOL ADVERTISING RULES IN THE FREE TV CODE

Please find attached the Western Australian Mental Health Commission's submission regarding the Review of Alcohol Advertising Rules within the Free TV Code.

The available evidence supports strengthening the rules around alcohol advertising on free-to-air television.

A consistent body of research shows alcohol marketing impacts on attitudes, beliefs and behaviours towards alcohol. This influence is particularly evident among children and young people, with exposure to alcohol advertising linked to earlier drinking, increased risky behaviour, and the development of harmful drinking patterns.

The current review is an opportunity to improve the system for managing alcohol advertising, to reduce risk factors for alcohol-related harms and promote better health outcomes for individuals, families and communities.

Yours sincerely,

Maureen Lewis
COMMISSIONER

30 April 2026

Enc. Submission: Review of Alcohol Advertising Rules in the Free TV Code