



Public Health Association
AUSTRALIA

Public Health Association of Australia
*Submission to the Review of the Commercial
Television Industry Code of Practice - Free TV
Australia and the Australian Communications and
Media Authority (ACMA).*

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Introduction

The Public Health Association of Australia Incorporated (PHAA) is recognised as the principal non-government organisation for public health in Australia and works to promote the health and well-being of all Australians. The Association seeks better population health outcomes based on prevention, the social determinants of health and equity principles. The PHAA has a vision for a healthy region, a healthy nation and healthy people living in a healthy society and a sustaining environment while improving and promoting health for all.

Public Health

Public health includes, but goes beyond the treatment of individuals to encompass health promotion, prevention of disease and disability, recovery and rehabilitation, and disability support. This framework, together with attention to the social, economic and environmental determinants of health, provides particular relevance to, and expertly informs the Association's role.

The Public Health Association of Australia

PHAA is a national organisation comprising around 1900 individual members and representing over 40 professional groups concerned with the promotion of health at a population level.

Key roles of the organisation include the development of policy, capacity building and advocacy. Core to our work is an evidence base drawn from a wide range of members working in public health practice, research, administration and related fields who volunteer their time to inform policy, support advocacy and assist in capacity building within the sector. PHAA supports a preventive approach for better population health outcomes by championing appropriate policies and providing strong support for Australian governments and bodies such as the National Health and Medical Research Council in their efforts to develop and strengthen research and actions in public health. The PHAA is an active participant in a range of population health alliances including the *Australian Health Care Reform Alliance*, the *Social Determinants of Health Alliance*, the *National Complex Needs Alliance* and the *National Alliance for Action on Alcohol*.

PHAA has Branches in every State and Territory and a wide range of Special Interest Groups. The Branches work with the National Office in providing policy advice, in organising seminars and public events and in mentoring public health professionals. This work is based on the agreed policies of the PHAA. Our Special Interest Groups provide specific expertise, peer review and professionalism in assisting the National Organisation to respond to issues and challenges as well as providing a close involvement in the development of policies. In addition to these groups the PHAA's Australian and New Zealand Journal of Public Health (ANZJPH) draws on individuals from within PHAA who provide editorial advice, and review and edit the Journal.

Advocacy and capacity building

In recent years PHAA has further developed its role in advocacy to achieve the best possible health outcomes for the community, both through working with all levels of governments and agencies, and promoting key policies and advocacy goals through the media, public events and other means.

Preamble

PHAA welcomes the opportunity to provide input to the review of the *Commercial Television Industry Code of Practice* (the Code).

Our submission focuses on the implications of the proposed Code for alcohol advertising and promotion in Australia, with a particular focus on young people's exposure to alcohol promotion.

The PHAA is concerned that the proposed Code would increase children and young people's exposure to alcohol advertising and promotion, and that Free TV Australia have prioritised commercial interests over the well-being of children and young people.

We oppose changes to the Code which have the potential to increase young people's exposure to alcohol advertising. The basis of our concerns are summarised in the sections to follow.

Response to the proposed Code

a) Drinking patterns and harms from alcohol provide urgent cause for concern

There are high levels of community concern about alcohol and young people; 94% of Australian adults are concerned about alcohol use among young people.¹

The drinking patterns of young people provide major cause for concern:

- 80% of alcohol consumed by young people aged 14 to 24 years is consumed in ways that puts the drinker's (and others') health at risk of acute harm, e.g. from falls, assault injuries, road crashes, and burns.²
- A two-tier drinking culture is developing where fewer young people are using alcohol, but of those who do drink, more are drinking at risky levels.³
- In 2013, 15.4% of males and 11.3% of females aged 12–17 years exceeded the adult drinking guidelines for single occasion risk (5 or more standard drinks on a single occasion).⁴
- Many young people drink to get drunk; 45% of current drinkers aged 16 to 17 years report intending to get drunk on most or every occasion when they drink alcohol.⁵
- In a 15-year Australian prospective cohort study, the overwhelming majority of adolescent binge drinkers (90% of males and 70% of females) continued to binge drink in young adulthood.⁶

Short and long term harms

Alcohol is associated with a concerning range of short and long term harms, both as a result of a person's own drinking and the drinking of others.^{7,8} The range and prevalence of alcohol-related harms among young people are unacceptable:

- Harms from alcohol place a major burden on police, ambulance services, and hospital emergency departments.⁹⁻¹¹
- Almost half (45.8%) of all Australian school students aged 16 to 17 who report drinking in the previous week also report being sick or vomiting after drinking.⁵

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- Almost two-thirds (63.9%) of risky drinkers aged 12 to 17 years report memory loss after drinking at least once in the previous year.⁴
- Young people are over-represented in road safety statistics.¹²
- Alcohol use during pregnancy is a leading cause of preventable birth defects, including fetal alcohol spectrum disorders.¹³
- There is growing evidence that alcohol impacts on the developing brain and may be linked to alcohol-related problems in later life.¹⁴ The brain continues to develop into the early to mid 20s, and alcohol can irreparably damage young brains leading to problems with memory, planning and organisation, impulse control and mood regulation.¹⁵
- Young people are more likely to report being verbally abused, physically abused or put in fear by someone under the influence of alcohol than any other age group. One in five (20.1%) Australians aged 12 to 17 years and two in five (39.6%) 18 to 24 year olds have been victims of alcohol-related incidents in the previous year, including verbal abuse, physical abuse or being put in fear by someone under the influence of alcohol.⁴

Given alcohol's potential for harm, alcohol has been described as "no ordinary commodity".¹⁶ The level of harm associated with alcohol and the very substantial community concern about alcohol and young people must be given serious consideration when determining appropriate regulations around the promotion of alcohol.

b) Young people are exposed to unacceptably high levels of alcohol advertising and promotion, including through television

Alcohol is the cause of an immense range of harms, yet is one of the most heavily promoted products in the world.¹⁷

The legal purchase age for alcohol in Australia is 18 years, and the National Health and Medical Research Council recommends that young people under the age of 18 should not consume alcohol.¹⁴ However, children and adolescents are heavily exposed to alcohol advertising and promotion through a wide range of media platforms, including television.

Research on young people's exposure to TV advertising of alcohol

Australian researchers have investigated young people's exposure to alcohol advertising on television and have found:

- Half of all alcohol advertising aired on Australian television appears during children's popular viewing times, and one in ten beverage advertisements is for alcohol.¹⁸
- Over 94% of Australian students aged 12 to 17 years report having seen alcohol advertising on television.¹⁹
- Australian teenagers aged 13 to 17 years are exposed to alcohol advertising on television at approximately the same level as young adults aged 18 to 24 years.²⁰
- Nearly half of all alcohol ads broadcast on television are aired during sport, despite sport only making up 29% of all programming.²¹

Clearly, existing regulations have failed to prevent young people's exposure to alcohol advertising and promotion on television.

c) Exposure to alcohol advertising impacts on young people

The evidence for the impact of alcohol advertising on young people is consistent and comprehensive. Exposure to alcohol advertising influences young people's beliefs and attitudes about drinking, and increases the likelihood that adolescents will start to use alcohol and will drink more if they are already using alcohol.²² Research shows strong associations between exposure to alcohol advertising and young people's early initiation to alcohol use and/or increased alcohol consumption.^{23, 24} Recent research on the impact of television alcohol advertising found that exposure to alcohol advertising and affective reactions to those advertisements influence young people's drinking and the development of alcohol-related problems.²⁵

Alcohol advertising does influence behaviour

As noted by leading UK expert Professor Gerard Hastings, "It is now been established beyond all reasonable doubt that alcohol advertising – as with advertising for tobacco and fast food – does influence behaviour".²⁶

Health messages related to risky alcohol consumption and associated harms are drowned out by the sheer volume of alcohol promotion. Education has an important role to play within a comprehensive approach to alcohol but will have vastly less opportunity for impact in the face of massive amounts of alcohol promotion, and in an environment in which alcohol is readily accessible. The expenditure by the alcohol industry is impossible to match, and health campaigns promoting responsible consumption and emphasising the impact of alcohol-related harm cannot compete with the level of alcohol marketing that promotes pro-drinking messages.

d) All forms of alcohol promotion should be tightly controlled to minimise young people's exposure

Expert reports from the World Health Organization,²⁷ the Australian Medical Association,²⁸ the National Preventative Health Taskforce,²⁹ and other groups recommend restricting alcohol advertising during times and in places which have high exposure to children and young people.

The World Health Organization and National Preventative Health Strategy

In the *Global strategy to reduce the harmful use of alcohol*, the World Health Organization emphasises that:

"Reducing the impact of marketing, particularly on young people and adolescents, is an important consideration in reducing harmful use of alcohol...The exposure of children and young people to appealing marketing is of particular concern... Both the content of alcohol marketing and the amount of exposure of young people to that marketing are crucial issues. A precautionary approach to protecting young people against these marketing techniques should be considered".²⁷

The *National Preventative Health Strategy* developed by the National Preventative Health Taskforce in 2009 set out the regulation of alcohol promotions as an urgent priority action²⁹. The relevant recommendations included:

"In a staged approach, phase out alcohol promotions from times and placements which have high exposure to young people aged up to 25 years, including:

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- Advertising during live sport broadcasts
- Advertising during high adolescent/child viewing
- Sponsorship of sport and cultural events”

“Introduce independent regulation through legislation if the co-regulatory approaches are not effective in phasing out alcohol promotions from times and placements which have high exposure to young people up to 25 years”

The Australian Medical Association

The Australian Medical Association have also made clear recommendations to curtail the exposure of children and young people to alcohol marketing²⁸; relevant recommendations include:

“The regulation of alcohol marketing and promotion, including as it relates to children and young people, should be statutory and independent of the alcohol and advertising industries. Experience in Australia and overseas demonstrates that self-regulation is not the answer.”

“Given the cumulative effects of marketing, regulations need to limit the volume or amount of alcohol marketing, as well as its content.”

“The sponsorship of sport by alcohol companies and brands should be phased out, with organisations encouraged and assisted to source socially responsible alternative funding.”

Comprehensive regulation of alcohol marketing across all platforms is required

In the materials for public consultation, Free TV Australia noted that the level of regulatory intervention has been “recalibrated” as viewers are accessing content from a variety of platforms, many of which are not regulated (Part A, page 2 of proposed Code). Free TV further noted that “Commercial free-to-air television is the only platform where alcohol advertising is restricted” (Part A, page 6).

Comprehensive regulation of alcohol marketing across all platforms is required in order to reduce young people’s exposure to alcohol promotion, and adequate regulation of advertising on TV must be a part of that. Health organisations actively support effective regulation across all platforms. The regulation of alcohol promotion on television should not be weakened; it is necessary for effective regulations to be introduced for other marketing platforms, including digital media.

Community support for stronger regulation

Community surveys reflect strong support for strengthening the regulation of alcohol advertising and promotion in Australia:

- 72% of Australians support legal controls to reduce young people’s exposure to alcohol advertising (only 7% oppose).¹
- 73% of Australians support limiting television advertising of alcohol until after 9.30pm.⁴
- The majority of Australian adults (71%) believe that alcohol advertising and promotions influence the behaviour of people aged under 18 years.³⁰

Relaxing the restrictions on alcohol advertising on television, as the proposed Code seeks to do, would be a backwards step in direct conflict with the recommendations of the leading health authorities. We urge Free TV Australia to follow the expert recommendations noted above to

minimise young people's exposure to alcohol advertising; doing so would have strong community support.

e) The well-being of children and young people should have priority over commercial interests

Given the potential for conflicts of interest, it should not be the role of the representative body of commercial free-to-air channels – Free TV Australia – to develop the code which regulates the content of commercial television.

Part B, section 1.1.2 of the proposed Code states, "The Code is intended to regulate the broadcast content of commercial free-to-air television according to current community standards, and to assist viewers in making informed choices about their television viewing". We do not believe the proposed code reflects "current community standards" with regard to young people's exposure to alcohol advertising and promotion.

The well-being of children and young people should come before the commercial interests of television stations and advertisers. We are concerned that the proposed Code clearly prioritises commercial interests and does not show regard for the well-being of children and young people.

f) Decisions about the broadcast of alcohol advertising and promotion on television should be made on the basis of independent analysis of the evidence

The materials provided by Free TV Australia for public consultation selectively present information about television viewership. The relevant data have not been made publicly available for independent analysis.

For example, in regard to the broadcast of alcohol advertisements during sport, the proposed Code [p5] states:

"The provision reflects the fact that the audience for sport is overwhelmingly comprised of adults. Ratings data shows that children constitute a very small percentage of the audience for sporting events, and those children viewing are doing so predominantly in the company of an adult."

Sensible references for such statements missing

Free TV Australia have not provided a reference for this statement and we have serious concerns about the veracity of the statement. The original data on which this assertion is based should immediately be made publicly available in order for others to make a complete assessment of the evidence.

The evidence provided above regarding the influence of the exposure to alcohol advertising and promotion on young people's drinking behaviours should also inform decisions about if and when alcohol advertisements are broadcast on television.

g) Alcohol advertisements should be restricted to later viewing times, not brought forward

Changes should not increase exposure

The PHAA opposes changes to the Code which have the potential to increase young people's exposure to alcohol advertising.

The amended M classification zone in the proposed Code would mean alcohol advertising could be broadcast for more hours of the day than is allowed in the current Code, including times when many children and young people would be watching television.

Within the existing and proposed Codes, alcohol advertising is tied to the M classification zone; the rationale for this is entirely unclear. Part B of the proposed Code [p31] states, "Material classified M is for mature audiences" and is "recommended for viewing only by persons aged 15 years or over". Part C of the proposed Code states, "a licensee may not broadcast material that cannot be classified MA15+ or lower. This prohibits the screening of material that is classified R, X18+, or material that has been refused classification."

15 years and over regulation inappropriate

Given that the legal purchase age for alcohol is 18 years and that the NHMRC recommends no alcohol for those under 18 years,¹⁴ it seems totally inappropriate for alcohol advertising to be regulated as part of content for "persons aged 15 years or over".

After 10.30pm is a more appropriate watershed

Decisions about if and when alcohol advertising may be broadcast on television should be informed by detailed information on television viewing patterns and audience demographics, including how many young people are watching TV over the course of the day and night. It is curious that Free TV Australia has not provided any such information within the public consultation materials associated with the proposed Code.

The available information on young people's TV viewing patterns strongly suggests that alcohol advertisements should be restricted to much later viewing times than is allowed within either the existing or proposed Codes. In 2007, Australian researchers identified children's peak viewing times using commercial audience data; these peak viewing times included 3.30pm to 10.30pm on weekdays and weekends.³¹

Summaries of Oztam data – the industry's own ratings data - obtained by the McCusker Centre for Action on Alcohol and Youth show that television viewing of young people aged 0-17 years in Australian capital cities is highest between 6pm and 9pm, and only drops below an average reach of 5% around 10.30pm [see Appendix A].

Watershed times should be selected on the basis of minimising children and adolescent's exposure to alcohol promotion on television to the greatest extent possible. From that viewpoint, the watershed times in the existing or proposed Codes are clearly inappropriate. Alcohol advertising and promotion on television should be restricted to much later viewing times, such as after 10.30pm, regardless of the time the M classification zone is set.

h) Sports broadcasts should be free of alcohol promotion in any form

We are very disappointed that the proposed Code would continue to allow alcohol advertising and promotion to be broadcast during televised sporting events on weekends and public holidays. We also note that the proposed Code has removed the term 'live'; this change would allow alcohol advertisements to be broadcast during any sporting event at any time of day on weekends and public holidays and would be an unacceptable step backward.

Large numbers of children and adolescents watch sport

Free TV Australia made the following statement in the public consultation materials: "Ratings data shows that children constitute a very small percentage of overall commercial free-to-air television sports viewing, and those children viewing are doing so predominantly in the company of an adult". We do not believe that the evidence supports this unreferenced assertion by Free TV Australia.

Summaries of Oztam data – the industry's own ratings data - obtained by the McCusker Centre for Action on Alcohol and Youth show that very large numbers of children and adolescents watch sports broadcasts on television [see Appendix B], for example:

- Up to 19% of the viewing audience for major sporting events in 2014 and 2015 were under the age of 18;
- The 2014 AFL Grand Final was viewed by 376,000 young people aged 0-17, representing 13.30% of the total viewing audience;
- The 2014 Rugby League Grand Final attracted 342,000 viewers aged 0-17, representing 13.05% of the total viewing audience;
- The 2014 Rugby League State of Origin matches were each viewed by over 300,000 young people aged 0-17 (up to 14.68% of the total viewing audience);
- 19.07% of the TV audience for the 2014 FIFA World Cup Chile v Australia match were under 18 (332,000);
- Children and adolescents under 18 represented around 10% of the viewing audience for several one-day-cricket events in 2014 and 2015 (up to 151,000 young people).

As the figures above demonstrate, what may appear to be a small percentage of the viewing audience (e.g. 10%) may represent hundreds of thousands of young people. The many thousands of young viewers – if not hundreds of thousands of young viewers – should not be dismissed as "a very small percentage of overall commercial free-to-air television sports viewing". For these reasons, we caution against using the proportion of the audience, in isolation from other measures, as the basis for regulation.

Various health and community groups have publicly opposed the association of sport and alcohol over a number of years, and in particular, the loophole which allows alcohol advertising during sports broadcasts on the weekend and public holidays.^{28, 32-36}

The National Preventative Health Taskforce recommended that alcohol promotions be phased out from times and placements which have high exposure to young people, including during live sport broadcasts.²⁹ We are concerned that this and other recommendations of the National Preventative Health Taskforce have not been progressed to date, and support urgent action to remove all alcohol

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advertising and promotion in and around all sport broadcasts. The loophole in the Code should be closed as part of a comprehensive strategy to reduce young peoples' exposure to alcohol promotion, in line with the recommendations of the National Preventative Health Taskforce.

In addition to the Taskforce's recommendation, the Australian National Preventive Health Agency undertook public consultation and made the recommendation to:³⁷

“Amend the Commercial Television Industry Code of Practice to remove the exemption for free-to-air television that allows direct advertising of alcohol products before 8.30pm as an accompaniment to live sport broadcasts on public holidays and weekends.”

Research on alcohol promotion within Australian sports broadcasts

Researchers have analysed Australian sports broadcasts for alcohol promotion content and have identified very substantial volumes of alcohol promotion in a range of forms:

- Cancer Council Victoria and the University of Wollongong analysed broadcasts of One Day International cricket games in the 2013/14 season and identified more than 4600 incidents of alcohol promotion during three of the games. Alcohol promotions included ads in commercial breaks, fixed and electronic signage in the stadium, live announcements, broadcast sponsorship announcements, and logos on players' uniforms.³⁸
- The 2012 State of Origin three-game series television broadcast featured 4062 episodes of alcohol marketing (total of 199 minutes). Marketing was in the form of commentary, fixed and dynamic electronic banners around the stadium, painted logos on the field, run-through banners, team uniforms, logos placed in the dressing rooms, scoreboard advertising, and 'pop up' advertisements during game play.³⁹
- Over 18% of the entire broadcast of an NRL grand final match featured some form of alcohol marketing. Only 5% of the marketing was in commercial breaks; 95% of the alcohol marketing was integrated into the game through stadium signage, electronic banners, announcements, and logos on players' uniforms.³⁴
- An analysis of the broadcast of the XXXX™ GOLD Beach Cricket Tri-nations 2008 identified that the XXXX™ logo was clearly visible during 74% of the game time, with uninterrupted screening of the logo lasting up to 71 seconds. The logo was visible on a large range of surfaces including on players uniforms, stumps, players' cricket bats, telecast graphics, fence signage, promotional hats worn by spectators and on the scoreboard.⁴⁰

Remove all alcohol marketing associated with sport

The research summarised above reflects the range of forms of alcohol promotion within sports broadcasts over and above traditional direct advertisements in commercial breaks. The removal of direct alcohol advertising in sport broadcasts should be supported by the removal of all promotions related to alcohol company sponsorship of sporting associations, teams and events; for example, alcohol promotions within announcements or commentary; alcohol brand logos or other branding in any form; telecast graphics; and stadium signage visible within the broadcast.

i) All forms of alcohol promotion should be covered by the Code and tightly restricted

All forms of alcohol promotion should be covered by the Code and tightly restricted. We are concerned that the proposed Code contains various exemptions which may allow alcohol promotions at times outside the watershed.

Part B, section 8 (p22) of the proposed Code defines a Commercial for Alcoholic Drinks as:

“... a Commercial that directly promotes the use or purchase of one or more Alcoholic Drinks. It does not include:

- a) Program sponsorship announcements;
- b) A Commercial which does not directly promote an alcoholic drink for an entity or company that participates in the manufacture, distribution or sale of alcoholic drinks;
- c) A Commercial where alcohol or a brand associated with alcohol is incidental and any alcohol consumption responsibly depicted;
- d) A Commercial for a licensed restaurant or club, entertainment venue, tourist attraction or dining establishment.”

Exemptions in the proposed code should be removed

The proposed Code appears to contain even more exemptions than are within the existing Code. For example, provision c) in the proposed Code - “a Commercial where alcohol or a brand associated with alcohol is incidental and any alcohol consumption responsibly depicted” - is new and provision d) has been expanded in the proposed Code.

We are concerned that Free TV Australia seeks to increase the allowable forms of alcohol promotion in the proposed Code which is likely to increase young people’s exposure to alcohol promotion. All exemptions to the definition of a Commercial for Alcoholic Drinks should be removed.

The word “directly” within the definition of a Commercial for Alcoholic Drinks is also of concern given that alcohol promotions may directly or indirectly promote alcoholic products, and all alcohol promotions – direct or indirect – should be tightly covered within the Code.

j) The complaints process should be simple and allow community concerns to be addressed in a timely manner

The process for community members and groups to submit complaints about potential Code violations should be simple and clear. Responses to complaints should be timely; an allowance of 30 working days for a licensee to respond to a complaint seems overly generous and inconsistent with the need for timeliness.

k) The process and approach taken by Free TV Australia in developing the proposed Code is very concerning

We have a range of concerns regarding the process and approach taken by Free TV Australia in developing the proposed Code.

We summarise our concerns below:

- Very limited public consultation occurred prior to the development of the proposed Code. If there was a genuine intention to “uphold community standards”, there should have been extensive and appropriate consultation prior to the development of a new code so that it accurately reflects the substantial community concern about young people’s exposure to alcohol advertising.
- The changes reflected in the proposed Code do not appear to be evidence-based or with a strong rationale other than commercial interest.
- To date, Free TV Australia has not made the relevant data about television viewing patterns, particularly those of young people, available to the public to allow full independent analysis. Proper analysis of this data is essential to make informed decisions about appropriate regulation of television content.
- We are concerned about the lack of transparency in the process to date, which encourages doubt about how the public submissions will be taken into account in amending the Code.
- In developing the proposed code, Free TV Australia have ignored the well-publicised concerns of health and community groups regarding exposure of young people to alcohol advertising and the link between sport and alcohol.
- Free TV Australia did not outline in full the changes that were made to the existing Code within the public consultation materials. Free TV have left it to members of the public to try and identify what was changed and what implications those changes would have. For example, Free TV removed the word ‘live’ in regard to sports broadcasts on weekends and public holidays which would open up further the broadcasts in which alcohol advertising can be shown during times when thousands of children and adolescents are watching television.
- We are concerned about conflict of interest. Free TV Australia, the industry body representing the commercial free-to-air television channels, has led the development of the proposed Code and is responsible for the public consultation process, including dealing with recommendations from groups which may conflict with the commercial interests of the groups Free TV Australia represents.

Recommendations

1. The highest priority of the review of the Code should be the well-being of children and young people, not commercial interests.
2. Changes to the Code should focus on reducing, not increasing, young people's exposure to alcohol advertising and promotion.
3. The way alcohol advertising is handled in the Code should reflect the level of harm associated with alcohol and the very substantial community concern about alcohol and young people.
4. The Code should reflect the recommendations of the World Health Organization, the Australian Medical Association, and the National Preventative Health Taskforce in regard to restricting the exposure of children and young people to alcohol advertising and promotion.
5. Comprehensive regulation of alcohol marketing across all platforms is required in order to reduce young people's exposure to alcohol promotion, and adequate regulation of advertising on television must be a part of that.
6. All forms of alcohol promotion should be covered by the Code and tightly restricted.
7. The full and complete information regarding television audience figures and ratings data should be made publicly available for independent analysis. This includes, but is not limited to: the television audience during sporting events on weekends; young people's viewing patterns on weekdays and weekends; and ratings data for children and young people up to 25 years.
8. Decisions about the broadcast of alcohol advertising should be separate to decisions about changing the M classification zone.
9. Watershed times for alcohol advertising and promotion should be selected on the basis of minimising children and adolescent's exposure to alcohol advertising and promotion on television to the greatest extent possible.
10. On the basis of the available evidence, the watershed time for alcohol advertising should be much later than it is in either the proposed Code (7.30pm) or the existing Code (8.30pm). In order to minimise the exposure of children and young people, a more appropriate watershed time for alcohol advertising is 10.30pm.
11. The watershed for alcohol advertising should apply to all days and programs with no exclusions.
12. All sports broadcasts should be free of alcohol advertising and promotion in any form. The removal of direct alcohol advertising in sport broadcasts should be supported by the removal of all promotions related to alcohol company sponsorship of sporting associations, teams and events.
13. All exemptions to the definition of a 'Commercial for alcoholic drinks' should be removed and the definition should cover direct and indirect alcohol promotions.
14. The complaints process should be simple, clear and timely.
15. To support transparency, all submissions to the public consultation should be made publicly available online.

Conclusion

The review of the Code should focus on reducing, not increasing, young people's exposure to alcohol advertising and promotion. Comprehensive regulation of alcohol marketing across all platforms is required in order to reduce young people's exposure to alcohol promotion, and adequate regulation of advertising on television must be a part of that.

The PHAA appreciates the opportunity to provide input to the review of the *Commercial Television Industry Code of Practice*. Please do not hesitate to contact the PHAA should you require additional information or have any queries in relation to this submission.



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