

27 June 2025

Community, health and children's organisations support decision to reject new Commercial TV Industry Code

Today community, health and children's organisations have welcomed the Australian Communication and Media Authority's (ACMA) decision to reject proposed changes to the Commercial TV Industry Code of Practice.

Commercial television stations under the banner of "Free TV Australia" proposed to extend alcohol advertising on weekends, public holidays and during school holidays in a new draft Code.

[In a statement today](#), ACMA stated it is "not satisfied that the revised code would provide appropriate community safeguards" and has made an additional commitment to assess whether the existing code has suitable restrictions on alcohol advertising in place, including during sports broadcasts.

FARE CEO Ayla Chorley said that ACMA has listened to the community and survivors and prioritised the health and wellbeing of Australians over the profits of industry groups.

"The community sent a strong message to Free TV Australia and ACMA that the last thing we need is more alcohol ads on TV, because of the increased risk of harm to women, children and our community.

"ACMA has now made it clear that free-to-air television should serve the public – not be a platform for the alcohol industry to increase its profits. We thank ACMA for exercising its role as an independent regulator and putting the safety and wellbeing of the community first.

"Community members have long called for the sports loophole to be closed because of the harm it causes to our community, especially to children, and we look forward to working alongside ACMA to close this harmful loophole."

Actor and Survivor Advocate Kym Valentine said the rejection of the Code will be life changing for women and children currently experiencing alcohol harm.

"I know first-hand the responsibility that television has when it comes to reflecting society back to us, creating cultural norms and cognitive connections that stay with us for a lifetime.

"When alcohol companies connect the things we value most - and in this country, we know it's sport - to a product that is the leading cause of harm and death, we are predatorily and intentionally taking our greatest vice and turning it into a cultural virtue.

“We now need to focus on ensuring the Code reflects recommendations made by the Australian Government’s Rapid Review panel on prevention approaches to end family and domestic violence.”

The 2024 Rapid Review stated that, “Given the statistical increase in domestic, family and sexual violence incidents during football grand finals, as well as the high number of children who watch sport on television and mobile apps, the Review recommends that alcohol advertising be restricted during sporting events.”

Prue Warrilow, CEO of the Australian Research Alliance for Children and Youth (ARACY) said, “We know that when children and young people are exposed to alcohol advertising, they are more likely to start drinking earlier in life and at riskier levels. We commend ACMA for standing firm in its responsibility to protect children from harmful product advertising.”

President of Children and Media Australia (CMA), Professor Elizabeth Handsley added, “Every child has the right to grow up in a safe media environment. We welcome this outcome as we build a media landscape that prioritises the health and wellbeing of children for generations to come.”

-ENDS-

Media outlets are requested to promote help-seeking information when reporting on alcohol and other drugs, in line with the Mindframe National Guidelines. Suggested wording relating this this media story: If you or someone you know needs support, please call Lifeline 13 11 14, the National 24/7 Alcohol and Other Drugs Hotline 1800 250 015 or 1800RESPECT 1800 737 732.

Available for interview: Ayla Chorley, CEO, FARE; TV Actor and Survivor Advocate, Kym Valentine; Professor Elizabeth Handsley, President, Children & Media Australia.

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The **Foundation for Alcohol Research and Education (FARE)** is the leading not-for-profit organisation working towards an Australia free from alcohol harms. We do this through developing evidence-informed policy, enabling people-powered advocacy and delivering health promotion campaigns. FARE has been working with communities across the country to improve the health and wellbeing of Australians for 20 years. To learn more about us and our work visit www.fare.org.au.