

Chair of Committee  
Advertising and promotion of gambling services in sport  
Parliament House

Dear Chair :

I believe that public sentiment is very much against gambling promotion during children's viewing hours and during sport. I believe the existing exemption that allows gambling promotion during G classification period should be removed.

I do not believe that advertising and commentary promoting gambling should be shown during sporting events broadcast free to air at times children could be expected to be part of the viewing audience. I mean 30 minutes before the start of the broadcast and 30 minutes after the broadcast.

I am concerned that Free TV and ASTRA will release their codes for public comment in manner that does not take account of the significant backlash that has been obvious in the media and on social media.

I am concerned that it is difficult to find information on the proposed Code of Conduct that has been developed by the TV industry and Government. I believe public comment mechanisms on the draft code of conduct should be advertised on the TV channels during sports broadcasts. Feedback mechanisms should include prominent links on the TV channel websites and in their social media presence.

Lastly, I am concerned to know that how ACMA will determine whether comments by the public have been adequately addressed in the code, as distinct from ensuring that the public has had an adequate opportunity to comment (without any actions or changes being made to the code that actually address community concern).

Given that Channel 9 is currently negotiating deals with Tom Waterhouse to promote gambling, it appears to me that the TV channels have a conflict of interest when it comes to developing a code of conduct that may otherwise limit their revenue. I don't believe that a co-regulatory framework is the appropriate in these circumstances.

Sincerely,

Michael Cuddihy