



99.5 Barossa Light, 95.5 Kangaroo Island, 90.9 & 98.9 Yorke Peninsula, 106.1 Ceduna & 99.3 Streaky Bay West Coast, 96.5 Mallee & 97.7 Coorong, , 101.7 Woomera, 91.3 Prominent Hill, 99.7 Coober Pedy & Roxby Downs 97.9 SA 100.3 & 107.3 Limestone Coast 100.5 Tennant Creek in the NT, 106.3 & 89.3 Yarra Ranges & Murrindindi Vic &

Senate Inquiry – Alcohol Toll Reduction Bill 2008 Public Submission 26 February, 2008

W & L Phillips P/L T-A Flow FM operate commercial radio license SL 010147 in regional and remote areas of South Australia, Northern Territory and Victoria.

The legislation before the Inquiry affects our business in the areas of pre-approval of advertising rather than self regulation and the marketing of alcohol products on radio.

As hotel, motel and licensed restaurants are an important part of community culture, we request that these businesses when advertising their alcohol services, not be subject to the pre-approval process but continue to be industry regulated.

Government pre-approval of advertising

Our company does not oppose the government pre approving alcohol advertising providing the approval body comprises expertise from the commercial radio industry and that the scope of pre approving is set to alcohol product advertising only and not other goods or services.

Time and Type of Alcohol Advertising

Our station supports the bills desire for a responsible Australian drinking culture particularly in relation to young people and supports measures taken to reduce the link in advertising between drinking for personal, business, social, sporting and sexual success.

However, we would seek clarification about delaying radio advertising till after 9pm. It is our view that some advertising for wine, beer and to a lesser extent spirits may be demographically older. Therefore, a measure to run adverts after 9pm would play the adverts when many affected young people are more likely to be listening. We therefore would seek the pre approval body to determine the scope of advertisement content for a pre 9 o'clock p.m. time slot and a post 9 o'clock p.m. time slot.

Further information can be obtained from the writer at the address below.

Kind Regards

Wayne Phillips
Managing Director



W & L Phillips Pty Ltd T-A Flow FM (ABN 91 095 464 350)

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