

Constantly challenging the status quo with originality and imagination is a hard road. For us it is the only road.

Paul Thompson AM

Thursday, 20 March 2008

Committee Secretary  
Community Affairs Committee  
Department of the Senate  
PO Box 6100  
Parliament House  
Canberra ACT 2600  
Email: [community.affairs.sen@aph.gov.au](mailto:community.affairs.sen@aph.gov.au)

Dear Sir/Madam

### Submission re Alcohol Toll Reduction Bill 2007

DMG Radio (Australia) Pty Ltd ("**DMG**") understands that Commercial Radio Australia ("**CRA**"), the peak national industry body for Australian commercial radio stations, is lodging a submission with the Community Affairs Committee in relation to the Alcohol Toll Reduction Bill 2007 (the "**Bill**").

DMG has reviewed CRA's submission and fully supports CRA's comments in relation to the Bill.

DMG acknowledges and supports the rationale behind the bill. DMG also acknowledges the privileged position of its radio stations as broadcasters and accepts the responsibilities that go with such a position. In this regard, DMG is committed to encouraging moderation and a responsible attitude towards the consumption of alcohol.

Nonetheless DMG agrees with CRA's comments that the Bill as currently drafted fails to acknowledge the existing and effective co-regulatory structure already governing alcohol advertisements on radio. DMG believes that further restrictions are inappropriate given the stringency of the current co-regulatory framework which ensures that such advertisements are responsible and balanced.

In this regard, I confirm that to the best of my knowledge, no DMG owned radio station has ever received a complaint in relation to an alcohol advertisement.



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Please don't hesitate to contact me if you would like to discuss any of the points raised above.

Yours sincerely

A handwritten signature in black ink that reads "Kingsley Hall," with a comma at the end.

**Kingsley Hall**  
**Finance Director**  
**DMG Radio (Australia) Pty Ltd**