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22nd January 2019

Mr Colm Murphy,
Corporate Services Department,
South Dublin County Council,
County Hall,
Tallaght,
Dublin 24,
D24YNN5.

Dear Mr Murphy,

I refer to your recent correspondence on behalf of the members of South Dublin County Council in supporting the motion: *"That this Council calls on the Broadcasting Authority of Ireland to extend the broadcast watershed from 6.00pm to 9.00pm for High Fat Salt and Sugar food and drink advertisements on television and radio to protect children from exposure to junk food marketing."*

We are currently in the process of reviewing the effectiveness of the BAI *Children's Commercial Communications Code* ("Code") which stipulate the rules in relation to the motion outlined. In the process of this review, it is expected that a stakeholder engagement will be undertaken as well as advertising analysis, with specific focus on HFSS Foods. We will note the motion of the Council in that context.

The findings of this review will be presented to the Minister for Communications, Climate Action and Environment and a copy of the report will be laid before the Houses of the Oireachtas. The findings will also provide the basis for any revisions of the Code undertaken by the BAI thereafter. A public consultation will take place, providing the future opportunity for the Council and the general public to provide feedback on any revisions to the Code.

Thank you very much for your correspondence.

Please feel free to contact me if you have any questions on this matter.

Yours sincerely,

Declan McLoughlin
Senior Manager