



Wagering Advertising Reform

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts



The policy problem and preferred policy approach

Gambling harm is a significant public health concern, with Australians losing over \$32 billion in 2023-24. Wagering advertising is a key influence in initiating wagering. Research has found that exposure to wagering advertising had the greatest impact on betting behaviour among young people and people at-risk of gambling harm and contributes to the normalisation of gambling. The preferred policy approach will introduce a comprehensive package of reforms to achieve a meaningful reduction in the volume of wagering advertising across broadcast, online and out-of-home. The reforms aim to reduce exposure for children and vulnerable people, break the association between sport and wagering, minimise the saturation and targeting of advertising.



Impact Analysis

Impacts

The preferred policy approach will deliver a meaningful reduction in wagering advertising exposure. The reforms will ban wagering advertising during live sporting events, during school drop-off and pick-up on radio, and in sports venues and on player uniforms. It will provide frequency caps on advertising on broadcast television; ban wagering advertising online unless triple-lock functionality is implemented; and other general content restrictions. The reforms are estimated to achieve a net benefit of \$107.1 million per annum, and will deliver socio-economic benefits primarily through reductions in gambling-related harm.

Who is impacted

Individuals

The preferred policy approach is not expected to involve any negative impacts for individuals. Australians, including children, young people and individuals at risk of gambling harm will benefit from the reforms.

Businesses

The preferred policy approach is expected to have the highest comparative regulatory burden on industry, and a moderate financial impact. Wagering providers, broadcasters, online platforms and sporting organisations will face new compliance obligations and reduced advertising revenue.

Community organisations

The preferred policy approach is not expected to involve any impacts to community organisations.



Other considerations and implementation

- The impact analysis also considered maintaining existing arrangements and introducing a full ban on wagering advertising. While a full ban was identified to have a higher net benefit, it would also impose a significant financial burden on industry which would impact Australia’s grassroots sport and media industry. Maintaining existing arrangements would likely see an increase in the volume of wagering advertising which would not address the priority areas for reform.
- Implementation will require amendments to the *Interactive Gambling Act 2001* and related legislation. The Australian Communications and Media Authority will be responsible for compliance and monitoring.