



Gambling Reforms 2026

Frequently Asked Questions

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Introduction

The Australian Government is taking action to protect vulnerable Australians – particularly children and young people – from online gambling harms.

On 2 April 2026, the government announced a package of measures that form the government’s forward agenda to reduce online gambling harms in Australia. The package includes:

- restrictions on wagering advertising, including a ban during live sports and in sports venues
- boosting enforcement action against illegal gambling services
- strengthening the operation of BetStop – the National Self-Exclusion Register
- addressing harmful and emerging online lottery products
- making match-fixing criminal offences consistent across Australia, improving the integrity of Australian sport and lessening its appeal as a target for criminal infiltration
- doubling financial counselling support for gambling and working to increase public awareness of online gambling harms targeted to those most at risk.

This document provides answers to frequently asked questions relating to these reforms.

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General

How and when will the reforms be implemented?

- The proposed reforms will be predominantly implemented through legislative amendments, primarily to the *Interactive Gambling Act 2001*.
- This approach will provide strong legislative backing for the new restrictions, streamline the implementation across all platforms, and provide strong penalties for non-compliance.
- The government is developing legislation to implement these measures, with reforms to begin from 1 January 2027.
- Further details will be settled through the legislative drafting process.

When will legislation be introduced?

- The government has committed to consulting with relevant stakeholders to support these reforms being effectively implemented.
- The timing for introduction of legislation will be subject to the drafting and consultation process, noting the intent is for the reforms to begin from 1 January 2027.

How will the reforms be enforced?

- The Australian Communications and Media Authority (ACMA) will be responsible for monitoring and enforcing compliance with the new rules.
- The ACMA is an independent statutory authority responsible for regulating the broadcasting, communications, and media sectors. The ACMA is also responsible for regulating the online gambling sector at the Commonwealth level, including through the current wagering advertising restrictions and enforcement against illegal gambling services.
- The ACMA will be empowered with a range of strong and proportionate penalties to deter non-compliance.

Wagering Advertising Reforms

What are the proposed reforms?

- The government will introduce a comprehensive package of wagering advertising reforms comprising the following measures:
 - ban all wagering advertising during live sporting events on broadcast channels (television and radio) between 6:00am and 8:30pm
 - ban all wagering advertising in sports venues and on players' and officials' uniforms
 - restrict all wagering advertising on broadcast television to no more than 3 wagering advertisements per hour per channel between 6:00am and 8:30pm
 - ban all wagering advertising on broadcast radio during school drop-off (8:00-9:00am) and pick-up (3:00-4:00pm) times
 - ban all wagering advertising on online platforms, except where users are logged in, are 18 years or older, and have not opted out of such advertising (triple lock functionality), and
 - ban the use of notable people (including celebrities and sports stars) and the promotion of odds in wagering advertising.

What is wagering advertising?

- Wagering advertising refers to all advertising, sponsorship or promotional content for wagering service providers.
- This includes advertisements on television and radio, promoted posts on social media, and sponsored shows or segments.

Who will the reforms apply to?

- The proposed reforms apply to licensed wagering service providers and includes restrictions on broadcast television and radio, sporting clubs, sports venues, streaming services, and social media.

Will any exemptions apply?

- An exemption will be provided for dedicated racing channels, programs, and racetracks in recognition of the intrinsic link between racing and wagering.
- Similarly, an exemption will be provided for dedicated wagering channels, programs and venues in recognition that people using these services are reasonably expected to be seeking these out.
- For the purpose of these exemptions, a channel includes terrestrial television channels (e.g. racing.com) and websites (e.g. sportsbet.com.au).

Live sport

When will wagering advertising be permitted during live sporting events?

- Wagering advertising will be banned during live sport events between 6:00am and 8:30pm. This ban will commence 5 minutes before the scheduled start of play and conclude 5 minutes after the end of live play.
- After 8:30pm, wagering advertising will be permitted during scheduled breaks (e.g. half time) in recognition that audiences at these times are predominately over 18.

Do the live sport rules apply to live sport on all platforms?

- The live sport rules apply consistently across broadcast channels (television and radio).
- Online platforms will be subject to the triple lock rules, enabling users to opt out of receiving wagering advertising at all times, including during live sport.

What is captured by the ban on wagering advertising on sports venues and on uniforms?

- These reforms will introduce a ban on all wagering advertising in sports venues and on players' and officials' uniforms. It will capture any on-field, external stadium and perimeter signage, as well as signage in coaches' boxes.

How and when will the sports venues and uniforms wagering advertising ban be implemented?

- Some sporting clubs and stadiums already have contracts in place for wagering advertising in stadiums and on uniforms that run past the commencement date of 1 January 2027.
- While existing deals will be grandfathered until their conclusion, no new deals can be entered into for wagering advertising in stadiums and on uniforms from 1 January 2027.

Frequency cap on broadcast television

What is the frequency cap on broadcast television?

- The proposed frequency cap will limit wagering advertising on broadcast television channels to no more than 3 wagering advertisements per hour per channel between 6:00am and 8:30pm.
- This will stop wagering advertising from saturating programs that are not explicitly targeted at children but that a significant number of children may still be watching, including during news and current affairs programs.
- Data obtained from Nielsen showed that the number of wagering advertisements during peak times and popular programming include as many as 8 wagering advertisements per hour.
- The frequency cap will protect Australian children and vulnerable people from excessive exposure.
- This will apply to all terrestrial free-to-air and subscription television channels in recognition of their limited capability to tailor advertising to individuals.

School drop-off and pick-up on broadcast radio

What is the ban during school drop-off and pick-up hours on broadcast radio?

- Wagering advertising will be banned on broadcast radio channels during school drop-off (8:00-9:00am) and pick-up (3:00-4:00pm) hours.
- This will reduce children's exposure while they are in the car or bus (where there is limited to no parental supervision) on the way to and from school.
- This will apply to all terrestrial radio channels (AM, FM, and DAB+) in recognition of their limited capability to tailor advertising to individuals.

Triple lock functionality on online platforms

What is the triple lock rule?

- This restriction will ban all wagering advertising by default on all online platforms at all times.
- An exemption will be provided permitting wagering advertising on online platforms that have implemented triple lock functionality.
- To satisfy this requirement, an online platform must implement the following 'locks' before being permitted to display wagering advertising:
 - require users to be signed in
 - confirm that a user is over 18 years of age
 - allow users to opt-out of receiving all wagering advertising.
- If a platform chooses not to build in a triple lock function, they cannot show any wagering advertising at any time to any user.

What sites does the triple lock rule apply to?

- Triple lock would apply to all online platforms and device applications, including:
 - Streaming services (e.g. SBS On Demand, 7plus, Netflix, Disney+)
 - Social media (e.g. Facebook, Instagram, Snapchat, X, TikTok, YouTube)
 - Search engines (e.g. Google, Yahoo)
 - Music and podcast services (e.g. Spotify, Apple Podcasts)
 - General websites and apps, including sporting codes (e.g. NRL.com, AFL app), news websites and apps (e.g. Courier Mail, The Canberra Times), and mobile game apps (e.g. Candy Crush Saga).

How will the opt out rule work?

- An online platform that displays wagering advertising to users must provide each user with the opportunity to opt-out of receiving all wagering advertising.
- Implementation of this functionality may differ between platforms.
- The government expects new users will be asked if they wish to opt out on sign-up, while existing users should proactively be given the opportunity to opt-out in a simple and easy to use way.
- Some platforms offer similar functionality today, including SBS On Demand, which has offered an opt-out feature since 2024.

Will online platforms need to implement age verification?

- Online platforms will be required to confirm a user is over 18 years of age.
- As has been shown by the government-funded independent [Age Assurance Technology Trial](#), there are a range of effective and private methods for checking and verifying a user's age online.
- In line with the social media minimum age, the law will provide that platforms must offer a reasonable alternative to government identification for proving age.
- Further details will be part of the exposure draft of the legislation.

How do the gambling reforms apply to content within podcasts or on platforms like Spotify?

- The online triple lock rules will apply to all online platforms, including music and podcast services such as Spotify and Apple Podcasts.
- This means they must not provide wagering advertisements to users unless the triple lock rule is satisfied. Podcast hosting providers must ensure these rules are enforced.

Content restrictions

How will the government define celebrities and sports stars?

- This ban is intended to include any notable people, including celebrities, sports stars, and social media influencers.
- The government will consult with relevant stakeholders to finalise these definitions during the legislative drafting process. The department will also look to international examples of where this has been effectively implemented.

What is considered promotion of odds?

- Promotion of odds refers to any paid for sponsorship or advertisement that includes specific references to odds, including that of a team winning or marketing the odds for a multi-bet.

Illegal Online Gambling Services

How will the government boost enforcement action against illegal gambling services?

- The government will boost enforcement action against illegal gambling services, including by:
 - streamlining and extending the Australian Communications and Media Authority's (ACMA) powers to block illegal gambling websites
 - extending the scope of the existing ban on advertising illegal gambling services to capture social media sites, and
 - blocking financial transactions between Australian bank accounts and illegal gambling operators.
- These measures seek to reduce the adverse effects of illegal online gambling services to Australians, industry, sport and racing, and community services.
- The government will consult with relevant stakeholders, including the banking sector, as part of the legislative drafting process.

How will the website blocking scheme be different to the existing framework?

- The ACMA administers a website blocking scheme through which it is empowered to request internet service providers to block access to an illegal gambling website.
- Since 2019, the ACMA has requested that access to over 1,600 illegal gambling websites be blocked under this scheme.
- The government is taking action to improve this scheme, including by streamlining the regulatory process to enable the ACMA to more quickly block illegal gambling websites as well as blocking payments to these websites.

How will the government ensure these new measures for illegal gambling services are effective and not circumvented?

- The government recognises that illegal gambling services are increasingly sophisticated, ever evolving, and actively seeking to circumvent disruption efforts.
- The proposed reforms will mean the ACMA can act faster to block these websites and increase consumer protections for Australians (including blocking financial transactions so even if you get to the website, you can't place a bet).

BetStop – the National Self-Exclusion Register

What is BetStop?

- BetStop allows Australians to self-exclude from all Australian licensed online and phone wagering providers for a minimum period of 3 months up to a lifetime.
- Since launching in August 2023, more than 60,000 Australians had registered to self-exclude. There are currently over 37,000 active registrations.

How will the government strengthen BetStop?

- The *Interactive Gambling Act 2001* (IGA) required a review of BetStop after 12 months of operation. The government tabled the report of this statutory review on 25 February 2026.
- The government has announced it will take action to strengthen BetStop in line with outcomes of the review.
- This will include efforts to improve community awareness of BetStop, through increased marketing, promotion and education.
- The ACMA will also progress a targeted program of work, necessary system updates, and bolstered compliance efforts to strengthen BetStop in line with the review recommendations.
- Several amendments to the IGA will also be progressed to enhance clarity and improve user experience and safety outcomes. Further details will be refined through the legislative drafting process, in consultation with states, territories and industry.

Online Lotteries

What changes is the government proposing for harmful and emerging online lotteries?
What types of services will this capture?

- The government considers the regulatory framework for online lotteries has not kept pace with the evolution of online gambling and lottery products.
- New products are being offered and promoted to Australian consumers that are contrary to the intent and spirit of the *Interactive Gambling Act 2001* (IGA), with a number of products now operating in a 'grey' regulatory space without appropriate consumer protection mechanisms.
- The government has committed to banning online keno products and services in Australia, noting the real and growing potential for this product to cause gambling harm.
- The government will also implement a nationally consistent approach to the regulation of foreign-matched lotteries and trade promotion lotteries, to help protect Australian consumers.
- Further details will be refined in consultation with relevant stakeholders during the legislative drafting process.

What is online keno? Why is the government banning it?

- Online keno is a game of chance, drawn every 3 minutes that offers players the opportunity to win prizes by selecting numbers and matching them with the drawn numbers.
- Keno has traditionally been available as an in-venue game in clubs, pubs, hotels and casinos, and is licenced and regulated by state and territory governments. More recently it has been made available online to consumers.
- The rapid play and high-spend nature of online keno is a cause for concern, with consumers able to spend up to \$1000 every 3 minutes.
- Banning online keno will ensure consistent treatment of this product with other online casino games, which are already banned under the IGA, including online poker machines and online poker.

What is a trade promotion lottery?

- Many organisations in Australia offer rewards clubs or loyalty programs which typically provide points for every dollar spent at participating outlets or discounts at select stores.
- Membership to these rewards clubs can be free or paid and seek to reward and encourage loyalty to brands within the organisations.
- While some of these programs have gambling elements, the IGA provides an exemption for these to operate without onerous gambling restrictions, in recognition that they typically present a lower risk of harm than other gambling services.
- However, there are emerging concerns that some operators are exploiting regulatory gaps to offer lottery products under the guise of trade promotions.
- Products like rewards clubs make use of unregulated trade promotion gambling service rules and pose a threat to charity fundraisers.
- The government will work with relevant stakeholders, including states and territories, to implement a nationally consistent regulatory framework to close these regulatory gaps and provide greater protections for Australians.

What harms do these lottery products pose compared to charity fundraisers?

- While defined in the IGA, trade promotion gambling services are unregulated at the Commonwealth level. As such, there are no consumer protections established under the IGA that apply to these services.
- These 'shadow lottery products' involve operators selling memberships at a monthly fee and are structured around frequent prize giveaways via lottery-style draws. Prizes typically include items of high value such as cars, houses or money.
- This is very different to a charity lottery raising money for important things like cancer research.

Expansion of Financial Counselling Supports for Gambling

How is the government expanding financial counselling for gambling supports?

- The government is doubling specialised financial counselling support for people who are experiencing financial difficulty as a result of gambling harm.
- This will mean that more people will be able to access specialised financial counselling services to make informed choices and build long-term financial capability.
- For more information about these services, visit [Financial counselling for gambling | Department of Social Services](#).
- Further details will be available as the government progresses these reforms.

Increasing Awareness of Online Gambling Harms

How will the government increase awareness?

- The government will develop a digital online gambling public awareness and education campaign to increase public awareness of online gambling harms, with the design and scope to be informed by research. The campaign will be focused primarily on those at greatest risk, which is anticipated to be young men (aged 18-34), First Nations and Culturally and Linguistically Diverse communities.
- Further details will be available as the government progresses these reforms.