

**From:** Clare O'Neil <s 47F @sbs.com.au>  
**Sent:** Tuesday, 17 June 2025 7:09 PM  
**To:** s 22(1)(a)(ii); Kerdel, Barnaby; s 22(1)(a)(ii)  
**Cc:** s 47F  
**Subject:** Info re: Gambling opt out  
**Attachments:** SBS Opt Out - Overview for Minister Wells.pdf

Hi s 22(1)(a)(ii) and Barnaby

Attached is an overview of the SBS advertising opt out feature as requested. Happy to provide further details on any aspect as needed.

Kind regards

Clare O'Neil



Clare O'Neil  
 Director, Corporate Affairs  
 s 47F @sbs.com.au  
 SBS 14 Herbert Street  
 Artarmon NSW 2064 Australia  
 M: s 47F  
 sbs.com.au

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SBS acknowledges the Traditional Custodians of Country throughout Australia.

We are committed to providing accessible and inclusive ways of working, including to enable everyone to participate fully. If I can make some adjustments to the ways, or platforms on which we engage, please let me know. My work day/week may look different than yours. Please do not feel obligated to respond out of your normal working hours.

---

**From:** s 22(1)(a)(ii) @mo.communications.gov.au>

**Sent:** Friday, June 13, 2025 4:36 PM

**To:** Clare O'Neil s 47F @sbs.com.au>; Kerdel, Barnaby <s 22(1)(a)(ii) >; s 22(1)(a)(ii)

**Subject:** RE: s22(1)(a)(ii) [SEC=OFFICIAL]

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OFFICIAL

All of the above would be great thanks. I'm including  
wagering reform.

in this email who is advising the Minister on

Thanks,

Senior Adviser • Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport  
[@mo.communications.gov.au](mailto:@mo.communications.gov.au)

Parliament House, Canberra ACT 2600, Australia

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

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*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

From: Clare O'Neil <[s47F@pbs.com.au](mailto:s47F@pbs.com.au)>

Sent: Friday, 13 June 2025 4:33 PM

To: ; Kerdel, Barnaby

Subject: Re: [s22\(1\)\(a\)\(ii\)](#) [SEC=OFFICIAL]

Hi

Thanks for your note - great to hear from you. We don't have a briefing paper as such but happy to pull something together for you early next week if that works? Was the Minister interested in any particular aspect (eg technical elements, take up numbers, industry launch partners etc)? If so let me know so I can be sure that we cover it off - otherwise we'll put together a general overview.

In the mean time, [here is the area of our help centre](#) where people can activate the opt out. In a nutshell, the opt out links with the user identity and prevents any ads from that category served. Because it is linked at the user level, it works regardless of the platform the audience member is using. Anyone who gets in touch to complain about advertising in these categories is directed by our team to the opt out function.

Have a great weekend - please let me know if you need something ASAP rather than early next week.

Kind regards

Clare



## [Information on ads and ad preferences on SBS On Demand](#)

Under the Special Broadcasting Service Act 1991 (SBS Act), SBS can generate revenue by broadcasting and publishing advertising (including sponsorship announcements).

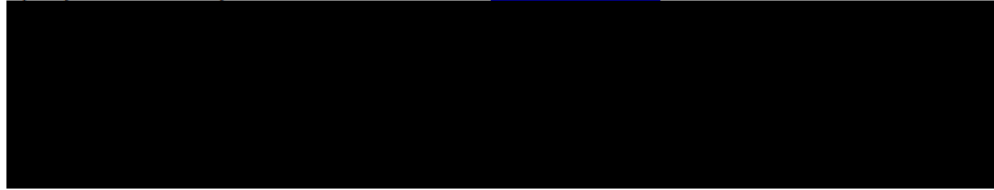
[help.sbs.com.au](http://help.sbs.com.au)



Clare O'Neil  
Director, Corporate Affairs  
[\[REDACTED\]@sbs.com.au](mailto:[REDACTED]@sbs.com.au)  
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---

From: [\[REDACTED\]@mo.communications.gov.au](mailto:[REDACTED]@mo.communications.gov.au)

Sent: Friday, June 13, 2025 4:14 PM

To: Clare O'Neil <[s.47F@mo.communications.gov.au](mailto:s.47F@mo.communications.gov.au)>; Kerdel, Barnaby

Subject: RE: SBS Western Sydney Correspondence [SEC=OFFICIAL]

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Hi

Following up on our meeting, the Minister would like to know more about the opt out software the SBS has for advertising. Do you have a briefing paper or more information you'd be able to share?

Thank you,

Senior Adviser • Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport  
[@mo.communications.gov.au](mailto:@mo.communications.gov.au)

Parliament House, Canberra ACT 2600, Australia

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts  
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I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL







# SBS On Demand Advertising Opt-out

**The Hon Anika Wells MP**

**Minister for Communications & Sport**

17 June 2025

Confidential



# Background

- The SBS On Demand advertising opt out was announced at the SBS Upfronts presentation in October 2023 as part of an "Audience First" suite of initiatives. The media release is [here](#).
- The function enables SBS On Demand users to opt out of receiving gambling, alcohol or quick service restaurant (QSR) advertising. When the opt out is activated, video advertising that is classified within that nominated category is blocked from the user's SBS On Demand account, regardless of which platform they are watching it on. A person will still receive the same amount of advertisements, but they will be from a different category (for example, a car or grocery ad will be served instead).
- The announcement received very positive media coverage across the trade and was generally welcomed by the industry as an initiative that delivers excellent outcomes for both audiences and advertisers. Launch partners were TabCorp and Endeavour drinks, who supported the move, as their advertising spend is best utilised by being served to audience members who will be receptive to the products.
- SBS On Demand users were able to register their interest from October 2023, and the function formally launched and became available to audience members in February 2024. Prior to launch, the function was extensively tested internally to ensure its effectiveness.
- When SBS receives complaints or negative feedback about gambling, alcohol or QSR advertising, SBS's Audience Relations team will direct that person to the opt out functionality and provide instructions on how to register. SBS has also notified SBS On Demand users of their ability to opt out via email. We have also shared the details with the ACMA and invited them to direct any complainants to the function.
- Currently users sign up via the SBS Helpdesk, [link here](#), however work is currently underway to embed the opt out function in the SBS On Demand app environment itself.
- We believe SBS On Demand is the only streaming service in the world offering this service to audiences.



# How is it going?

s 47G

- The function is proving to be highly effective at blocking the advertising categories selected by the user, with no known user complaints of an advertisement being served to a user once they have opted out.
- SBS is currently undertaking technical work to embed the function as a feature within the app environment, making it easier and more accessible for users.
- We receive very positive feedback from audience members about this service:
  - "Love being able to block adverts-especially gambling ones. Thanks, SBS, I wish more would follow your lead"*
  - "Great offer & accepted to opt out of gambling ads, much appreciate SBS's initiative for their viewers to watch On Demand without unwanted gambling ads"*
  - "Great service. Ten out of ten stars. Love your work and what you do! Keep it up!"*
- The service has been well received by the advertising industry, with media agencies praising the feature as a big win for both audiences and advertisers – for example, see AdNews article [here](#).

s 47G

## Registration for SBS On Demand opt-out feature

**Your email address:** please use the email address linked to your SBS On Demand Account

Your email address

Title (optional)

-

Given name (optional)

Family name (optional)

Please select one category of advertisements you would like you opt-out of:

**The opt-out feature allows you to select one category to opt-out of. If you register more than once, the opt-out feature will only apply to the most recent category requested.**

Betting / Wagering excluding Lotteries

Personal information collection acknowledgement

☐ I understand that personal information collected in this form will be handled in accordance with SBS Privacy Policy

# Other ways SBS regulates gambling advertising

- Complaints and feedback about gambling advertising in the year to date comprises about 1.3% of all audience contacts to SBS.
- For its broadcast services, SBS applies the advertising restrictions set out in the Commercial Television Industry Code of Practice, and the Commercial Radio Code of Practice (as set out in the [SBS Code of Practice](#)). This includes the general restrictions on gambling advertisements (for placement on TV broadcast platforms), and the restrictions in relation to the placement of gambling and betting advertisements during live sporting events.
- For digital services, such as SBS On Demand, SBS complies with the Broadcast Services (Online Content Service Provider Rules) 2018 which restrict gambling advertising during coverage of live sporting events.
- In addition to this regulatory framework and the opt out function, SBS has a range of additional measures in place to limit the exposure of gambling advertising to children or potentially vulnerable audience members:
  - All gambling activity is 18+ targeted on SBS On Demand, so if a user is younger than 18 years old (and has registered their SBS On Demand account with the correct age), they will not receive any gambling advertising, regardless of the program they are watching.
  - SBS blocks some advertising categories from particular programming that deals with sensitive topics (like Addicted Australia).



# SBS produces and distributes content in more than 60 languages across multiple platforms

## SBS platforms



### 6 Television channels (incl. live-streaming)



### Video On Demand & FAST Channels



### SBS News and Current Affairs programs



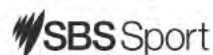
### 7 Radio Stations (incl. DAB+ streaming & podcasts)



### Specialised programs in English and 60+ languages



### Other





The logo features the SBS logo on the left, which consists of three stylized, overlapping leaf-like shapes. To the right of the logo is the text "SBS 50 YEARS OF BELONGING". "SBS" is in a bold, sans-serif font. "50" is in a larger, bold, sans-serif font. "YEARS" is in a smaller, sans-serif font. "OF" is in a script font. "BELONGING" is in a bold, sans-serif font.

# SBS 50 YEARS *OF* BELONGING

**MO 26-133: Extract prepared under s 17 *Freedom of Information Act 1984***

Date	Attendees
25 June 2025	Representative/s of the Alliance for Gambling Reform
28 August 2025	Representative/s of GHLEE

**From:** <@foxtel.com.au>  
**Sent:** Thursday, 26 June 2025 4:46 PM  
**To:**  
**Cc:** Kerdel, Barnaby  
**Subject:** Follow-up from Foxtel Group meeting  
**Attachments:** Foxtel Group briefing with Minister for Communications.pdf

Some people who received this message don't often get email from @foxtel.com.au. [Learn why this is important](#)

Hi  
Thank you to you and Minister Wells for taking the time to meet Foxtel Group CEO Patrick Delany yesterday.

As promised, I attach a deck that outlines the points from our discussion.

We look forward to working with you in future. Please do not hesitate to contact me if you need clarification or follow-up on any points.

Kind regards

---

Director of Corporate Affairs  
M  
4 Broadcast Way, Artarmon NSW 2064 foxtel.com.au



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*Commercial in Confidence*

# Foxtel Group Discussion

**Meeting with the Hon. Anika Wells MP, Minister for Communications**

Patrick Delany  
CEO  
Foxtel Group  
25 June 2025

The logo for Foxtel Group, featuring the word "FOXTEL" in white bold capital letters and "GROUP" in white regular capital letters, set against a red-to-blue gradient background.

**FOXTEL** GROUP

The word "FOXTEL" in orange capital letters.

**FOXTEL**

The logo for Kayo Sports, with "Kayo" in green script and "SPORTS" in small green capital letters below it.

**Kayo**  
SPORTS

The word "BINGE" in blue and red capital letters.

**BINGE**

The logo for Foxtel Media, with "FOXTEL" in orange and "media" in blue lowercase letters.

**FOXTEL**  
media



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## 2. Policy priorities in the next 12 months

**Gambling advertising reform**

# Policy priorities in the next 12 months

Any decision regarding the further regulation of gambling advertising must recognise the impact it will have on businesses such as the Foxtel Group in an already challenging environment.

Any further regulation needs to recognise the structural differences between STV and FTA TV.

- FTA is available in nearly 100% of homes with no access controls and uses public bandwidth.
- STV is a discretionary product that involves setting up an account with age gates.

# Policy priorities in the next 12 months





3.













4.









**From:** Martin Thomas <s 47F @agr.org.au>  
**Sent:** Tuesday, 5 August 2025 4:52 PM  
**To:** s 22(1)(a)(ii)  
**Subject:** RE: Understanding the impact of marketing communications on gambling

Hi s 22(1)(a)(ii)

Just checking up on this detail from Roy Morgan, was it of interest? Let me know if we can help at all

## Martin Thomas

Chief Executive Officer

s 47F @agr.org.au

s 47F

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GAMBLING REFORM**



*Fighting to reduce gambling harm*

[www.agr.org.au](http://www.agr.org.au)

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[Keep up with the latest news from the Alliance on X \(Twitter\)](#)

Our Community House

552 Victoria St, Wurundjeri Country

North Melbourne, VIC, 3051

*I acknowledge that I live and work on the lands of the Ngunnawal people and I pay my respects to Elders past, present and emerging.*

---

**From:** Martin Thomas  
**Sent:** Tuesday, July 29, 2025 7:37 AM  
**To:** s 22(1)(a)(ii) @mo.communications.gov.au>  
**Subject:** FW: Understanding the impact of marketing communications on gambling

Hi s 22(1)(a)(ii)

Here is the initial response from Roy Morgan on the research we have been discussing

I am happy for you to deal with them directly if it is easier.

Let me know if I can be of help

**Martin Thomas**

Chief Executive Officer

s 47F [REDACTED]@agr.org.au

s 47F [REDACTED]

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552 Victoria St, Wurundjeri Country

North Melbourne, VIC, 3051

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---

**From:** s 47F [REDACTED]@roymorgan.com>

**Sent:** Friday, July 25, 2025 1:56 PM

**To:** Martin Thomas <s 47F [REDACTED]@agr.org.au>

**Subject:** Understanding the impact of marketing communications on gambling

Hi Martin,

**S 47G**

# S 47G

s 47F

s 47F

*Head of Retail & Consumer Products*



Head Office: Tonic House, 386 Flinders Lane, Melbourne Vic 3000

Mobile: s 47F

[www.roymorgan.com](http://www.roymorgan.com)



GAMBLING HARM LIVED EXPERIENCE EXPERTS

PO Box 384 Hall ACT 2618

[www.ghlee.org](http://www.ghlee.org)

s 47F

[Language Guide](#)

15 August 2025

Hon Anika Wells MP  
Minister for Communications  
Minister for Sport  
[Anika.Wells.MP@aph.gov.au](mailto:Anika.Wells.MP@aph.gov.au)  
[Invites.wells@mo.communications.gov.au](mailto:Invites.wells@mo.communications.gov.au)

Dear Minister Wells,

Thank you to your staff for taking the time to speak with GHLEE Co-Chair Kate Seselja recently.

GHLEE - Gambling Harm Lived Experience Experts is the only national peak advocacy organisation representing people with lived experience of gambling harm. We have one clear goal: reduce and ultimately end gambling harm. As such, we believe the Albanese Government should be prioritising GHLEE as an important stakeholder on any gambling-related issues.

As a group of passionate individuals who have experienced the devastating effects of gambling harm first hand, we believe that change is possible and we are committed to making a difference in conjunction with the Federal and State Governments around Australia.

Gambling harm is a significant public health issue that costs our governments and communities billions to repair every year. It is akin to smoking and needs to be dealt with as such — a dangerous, adult product that has a negative impact on people's health and drains our health system of much-needed resources, especially our struggling mental health systems.

The gambling industry normalises gambling in our society via advertising and are actively targeting children and young people to secure their future customers. Unfortunately, research shows some of these under 18s are already gambling, and a majority of them can recognise gambling companies just from their logos. Too many of them can name gambling odds for their favourite sports stars just like other key statistics such as how many goals they have scored.

We understand it is short notice, but we will both be in Canberra on 28th and 29th August and would welcome the opportunity to meet with you to discuss the Murphy Report. If this date is not suitable please send us some other options. We look forward to working with you and your department to ensure the best possible outcomes for addressing and reducing gambling harm in Australia.

Yours in hope for a better future,

s 47F

Anna Bardsley  
Co-founder

s 47F

Kate Seselja  
Co-chair

s 22(1)(a)(ii)

**From:** Anna Bardsley <s 47F @gmail.com>  
**Sent:** Monday, 25 August 2025 11:16 AM  
**To:** s 22(1)(a)(ii)  
**Cc:** Kate Seselja  
**Subject:** Re: Meeting - APH Thursday 10.30am [SEC=OFFICIAL]

OFFICIAL

Dear s 22(1)(a)(ii)

Thank you for organising this. Kate has a pass to APH, so we won't need an escort.  
 We look forward to the meeting.  
 Regards,

Anna Bardsley  
 Co-Founder  
 Gambling Harm Lived Experience Experts

s 47F @gmail.com

s 47F

GHLEE.org

Error! Filename not specified. [Language Guide](#)

OFFICIAL

On Mon, 25 Aug 2025 at 11:07, s 22(1)(a)(ii) <s@mo.communications.gov.au> wrote:

OFFICIAL

OFFICIAL

Dear s 22(1)(a)(ii)

Thank you for your time on the phone this morning.

Confirming that we have yourself and GHLEE Co-Chair Kate Seselja booked in for a meeting here in Parliament House at s 22(1)(a)(ii) on Thursday 28 August 2025 at 10.30am.



I know that there is a little bit of shifting happening out of my control that morning so if that time needs to be pushed by a half hour or so, I will give you as much notice as I possibly can.

If you require an escort into the building, please do let me know, I will be able to come and collect you and bring you to the office.

Kind Regards,

§ 22(1)(a)(ii)

Executive Assistant • Office of the Hon Anika Wells MP

Minister for Communications • Minister for Sport • Member for Lilley

§ 22(1)(a)(ii) @mo.communications.gov.au • § 22(1)(a)(ii)

§ 22(1)(a)(ii)

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*I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

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**From:** Dominique Meyrick <s 47F@financialcounsellingaustralia.org.au>  
**Sent:** Friday, 29 August 2025 6:20 AM  
**To:** s 22(1)(a)(ii)  
**Cc:** s 47F  
**Subject:** Financial Counselling Australia - 'Scambling' briefing  
**Attachments:** FCA Early Insights Scambling briefing V2.pdf; FC1022\_SCAMBLING-FACT\_SHEET\_C\_V3.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

You don't often get email from domenique.meyrick@financialcounsellingaustralia.org.au. [Learn why this is important](#)

Hi s 22(1)(a)(ii)

I'm writing from the national peak body for the financial counselling and capability sector, Financial Counselling Australia to share some information about an online gambling scam that we are seeing. 'Scambling', or 'Ding Ding', is spreading rapidly through First Nations communities across Australia. People are lured into to using PayID or Osko to purchase credits to play and are then losing large amounts of money and inadvertently participating in micro-money laundering.

[This video](#) will give you a good high-level sense of what's happening. I've also attached:

- a one-pager
- a paper we've pulled together about how the scam is presenting and the impact it's having.

We'd welcome the chance to brief you further.

Kind Regards,

Dom.

Dr Dominique Meyrick  
 Co-CEO  
 Financial Counselling Australia  
 s 47F



We acknowledge the Traditional Owners of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their living cultures and to Elders past, present and emerging.  
*Financial counsellors work in community-based organisations. They offer free and confidential advice and support to help people in financial hardship get back in control of their finances.*

## Early insights on 'Scambling': Financial Harm, Exploitation and Unwitting Money Laundering in Remote Communities



August, 2025

Note about this brief: There are three powerful videos with quotes from people who have played scambling apps, community members, financial counsellors, capability workers, educators and other sector workers. Links are at the start of the 'background', 'impact' and 'conclusion' sections.

### BACKGROUND

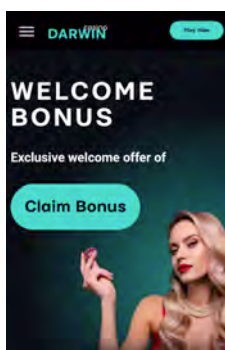
[Link to video](#) explaining what scambling is and how it works.

Across the country, particularly in First Nations and remote communities, financial counsellors, capability workers and No Interest Loans (NILS) providers are uncovering a disturbing new pattern of harm. People are losing money, being excluded from banking, falling out with family and, in many cases, unknowingly participating in money laundering schemes run by organised crime groups.

The mechanism is a scam dressed up as online gambling, now known across the sector as "scambling" or "ding ding" in communities. The way it starts is often deceptively simple. A person sees an ad on Facebook, or a friend shares a link in a WhatsApp group. It looks like a game. It's colourful, social, with the promise of winning money and people are invited to download an app and sign up. In some instances, they sign up via well-known app stores like Google or Apple. As one financial counsellor describes it, "it then spreads like wildfire" through small remote communities as people recommend it to friends and family.

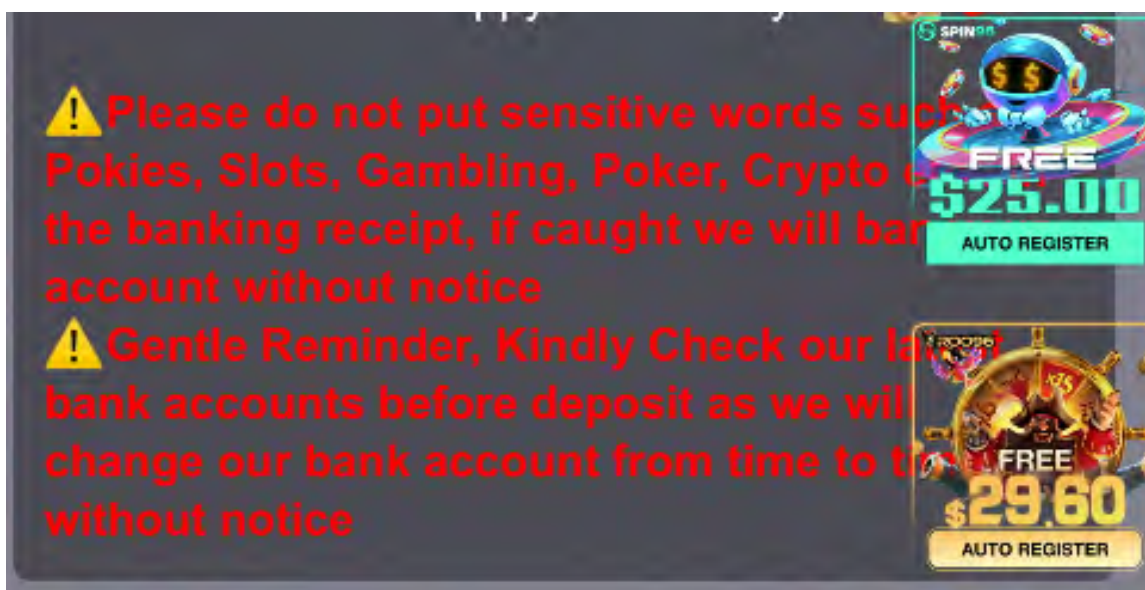
These scambling apps are unlicensed, unregulated and illegal.

A typical pattern is that, at first, a person is given free credits. But once those credits run out, the app prompts them to start spending. They are encouraged to send money via PayID and Osko to purchase credits to play.



(Screenshot from one of the games)

The apps often direct users to pay money into companies set up for the sole purpose of moving funds. The names on bank statements will sometimes deliberately use business names that closely resemble legitimate Australian companies, differing by only a single character or space to mislead users and evade detection. Other times the account names seem to belong to individuals. They also often change the account details and even warn customers about this. They use companies with no websites, no real customers, and no legitimate business activity. The money seemingly disappears.



(Screenshot from one of the games showing they often change company account details)

Some people are allowed to win small amounts or given special bonuses to keep them playing. Others are incentivised to refer their friends, reinforcing the illusion of a trusted platform. But the winnings dry up. The cash doesn't come back and for many, the realisation that they've been scammed comes too late.

**Case study**

"I won \$10,000 but they never sent it. When you win \$50 or \$100 you get it that day but not when you win big money. They never send big money. When you message them they say "honey we are sending it now" or "darling it was already sent". Sometimes they say it takes few days to process but it never comes and you give up. We still play. We want to win big money. Maybe they will send big money this time. We use our money to play but they don't give it back. Its lying. They never send our money back."

Wadeye - community member, aged 50 + female.

The illegal companies also harass the players through a stream of emails and text messages enticing them to keep playing.

**Case study**

Shane from Bathurst Island: They send you a message and say, oh gee, you got a bonus.

Interviewer: Yeah.

Shane: And then, then most people will click on it and there you go. You know? Then you play the game.

Interviewer: Do you get emails from them?

Shane: The email? Uh, yes.

At least one bank has told us there are cases of companies "buying" account details off some of their customers. They offer them a small sum of money and credits in return for their personal account details, including passwords. This is confirmed by some of the community members in the NT.

**Case study**

Luke from Bathurst Island: It's true. Yeah. That, that it is happening on in the community. You know, a lot of them will ask for what you said, like, you know, can you give, give us your I-ID, can you give us your bank account? Can you give us, and it is happening here on the community.

Interviewer: And so, when that happens, what happens to the, the person's money?

Luke: Some, some of the money that they find, if they get something like eight hundred, half of that money will go bang straight off their account, you know, and they don't realize they've been scammed



This lack of understanding that the games are scams and illegal is a common theme with community. In fact, a few of the women we met in the communities were visibly shocked when we explained what is really happening.

#### Case study

Rosa from Wadeye: My people don't know about what is behind the phone. Um, um, like we talked about the earlier about the card, if someone doing cheating or, you know, swapping card or, or trying to get, you would, you would talk to him right there. Like in a person, could be your uncle, could be your, your, your family, you know? 'cause um, when we sit, um, cards, we, um, we sitting in a family, a family like uncle, you know, the money on the house, like it's all in a family. Um, it doesn't go out. It, it stays in the community.

Interviewer: But with this-

Rosa: With this, um, our people don't know where this money would go. And maybe they need more, more, um, yarn talk.

Financial counsellors, financial capability workers and NILS workers are seeing the aftermath. One financial counsellor describes the trend as “catastrophic” with many people losing the majority of their “cash money” (the money left in their account after certain deductions are made through income management – for those on income management) and falling short when buying food. She also said it’s highly addictive.

The other, highly concerning, issue is that these entities seem to be geo-targeting First Nations communities.

Karen (Catholic Care NT): It's targeting remote First Nations people. It's targeting them for fun and entertainment that this is a way to have some enjoyment and earn some money. And initially there are winnings coming in and then gradually it backs off and it becomes the person spending a lot more than they're actually winning. But it is targeting specific remote indigenous communities. People who are already very vulnerable in their circumstances.

The fact we are mainly hearing about scambling from sector workers who work with, and in, remote communities is evidence those running the apps are deliberately delivering the ads to people in these areas. It’s predatory and unethical.

## IMPACTS OF SCAMBLING

[Video on impact](#) of scambling on communities.

### 1. Loss of funds

All of the workers we have spoken with say people are losing a lot of money on scambling. One outreach worker said his clients would be losing around \$500 a week.

People are not only using and losing their own money, but they are also borrowing from family members.

### Case study

"We could see from her bank statements that her money was not being spent on much more than gambling and she was also borrowing money from family that was going straight to the gambling accounts as well. I imagine she would be income managed. So, you know, thankfully she should have that money for food and things like that. But it would have a huge impact potentially on the whole community if a lot of people are gambling like that and that money is going overseas."

Agency Manager, based in NT

"I won \$1390 and they never gave it to me. This happened in May this year. I am playing all night to 6am, 1am, midnight. I spend all my money playing. I have never gotten any winnings ever. When I win I message them but I never get my money".  
Wadeye – community member, aged 50 + – female

CatholicCare NT recently conducted a community consultation in three key remote NT communities as part of the Gambling and My Community project. It outlines some disturbing beliefs held by those taking part in scambling:

*Economic pressures are high in remote communities, with fewer job opportunities and high food prices. Community members reported, "they've got \$50 left, they can make it more with gambling", there's "big money, sometimes up to \$10,000 in the pots", it's a "way to make money...helps with food".*

It also found:

The consultation findings were consistent across all community groups, with every participant reporting that gambling was widespread and causing significant harm in their community.

- Card games were reported in all communities, with Wadeye and Wurrumiyanga reporting very high rates of harm from card games;
- All communities additionally reported extreme concerns for the harm being caused by online casinos;
- and the lack of community knowledge surrounding the predatory nature of online casinos.

Although this consultation is on gambling, it is safe to assume that scambling is having similar impacts on remote communities.

## **2. Access to No Interest Loans (NILS)**

The effects of scambling are also being felt in the growing ineligibility of clients for NILS. NILS offer a pathway to financial independence and access to essential goods and services without the burden of high-interest debt.

NILS providers across the Northern Territory and Central Australia report that applicants are increasingly being declined due to recent, frequent gambling transactions linked to scambling platforms. In some communities, *every single applicant* during an outreach visit was deemed ineligible. This means people are unable to access safe, affordable credit for essential items like fridges, washing machines or medical equipment.

One provider noted that it took multiple education sessions and several months of financial coaching before a single client was eligible again. As one worker explained:

*“People are being locked out of basic, life-improving financial support because they’ve unknowingly been caught up in scambling. They lose access to loans that could help them escape hardship.”*

## **Case study**

A 53-year-old woman, a respected community leader, from a large NT Aboriginal community applied for a no-interest loan to buy essential goods. Her budget seemed stable. But a look at her bank statements told a different story: over \$7,600 lost to gambling transactions in just over two months. The names on her statements, for example, Cheerful Galaxy Pty Ltd, Gadget Grove Pty Ltd, were unfamiliar to her. She explained that her family had told her about the app. That one of them had “won big” and that she had been shown how to install a VPN, step by step via WhatsApp, so she could access the site. She did not see any of her winnings.

### 3. Debanking and frozen accounts

For financial counsellors and NELS workers reviewing bank statements, the pattern is increasingly clear. These scamming platforms are part of a broader money laundering operation. The Fintel Alliance and AUSTRAC call it “cuckoo smurfing”, a technique where small deposits from dozens, or hundreds, of people are funnelled into fake business accounts, and then quickly dispersed in transactions just under the AUSTRAC reporting threshold. The players don’t realise that their accounts are being used as part of a criminal network. However, the banks are de-banking some customers or locking their accounts.

#### Case Study

Cabrina from Bathurst Island: Um, yeah, I was stopped.  
 Interviewer: Yeah.  
 Cabrina: Yeah. From ding-ding.  
 Interviewer: So yeah. What happened then?  
 Cabrina: Um, now my bank, my bank stopped it. Yeah.  
 Interviewer: Oh, your bank stopped. You from ding-ding?  
 Cabrina: Yeah, because they told me on the phone that I’m getting ripped off.

In urban areas, this is an inconvenience. But in remote Australia, where there is no local branch and no access to cash, it is catastrophic. People are left without their Centrelink payments, unable to pay rent, buy food or access their money. As one financial counsellor in Arnhem Land put it:

*"We've got clients turning up saying their account doesn't work anymore. They don't know why. They just know they can't buy anything, and they can't get help."*

Another frontline worker said he has one client who has had his account locked for five weeks now.

In every case, frontline workers say the same thing: their clients don't know it's illegal. They don't understand that they're not just losing money, they're also being used to facilitate crime. As one worker put it:

*"We tell people it's illegal, but that doesn't mean anything if they don't understand what it means to be part of money laundering."*

What's particularly dangerous is that scambling platforms actively coach users in how to avoid detection. They encourage people to use misleading payment descriptors like "Food" or "Shopping". They suggest using VPNs to get around site blocks. And they frequently change the PayID or bank account linked to each payment, making it incredibly difficult to trace or block.

This is not small-scale crime. The amounts may be \$10, \$50, \$100, but multiplied across thousands of transactions, the criminal proceeds are significant. The harm to individuals and communities is devastating.

#### **4. Impact on communities**

The impact on families, friends, workplaces and the wider community is already profound. The highly addictive nature of the apps and yearning to win leads to many problems.

##### **Case studies**

Declan from Catholic Care NT, Bathurst Island: Yeah, I'm pretty worried about it because that's, um, the gamble today. It makes problem in the community. Yeah. Today and now everybody's struggling for their money. They fighting that, for that ding-ding game, gamble. Yeah.

Cabrina from Bathurst Island: Lots of problem going on. Yeah.  
Interviewer: What sort of problems do you think it's happening for?

Cabrina: Money. Smoke. Money, smoke and food. With what family, family growling, you know, like, um, more good with more money, more buy, know how to buy food, you know? Yeah. It just a lot of gr- growling going on around at the moment. Yeah.

"Walking around streets I see everyone playing ding ding. It's with real money they are playing. They use PayID to send money to play".  
Wadeye – Service Provider (wants to remain anonymous due to vulnerable clients).

Gemma works at the Safe House in Wadeye and had to let go of three workers because they were so addicted to scrambling they would come to work and play the games for eight hours straight. They would also ask for their next pay to be sent the day after they had been paid because all the money had gone to scrambling games. This happened most weeks.

Family relationships are suffering. People borrow money from family, often under the guise of needing to buy essentials. For example, a mother gives her daughter \$100 to buy a microwave, she buys one for \$60 and spends the rest on gambling. Shame and secrecy grow. Debt becomes a family issue, and trust starts to break down.

One NT worker told us:

*"It's a huge impact because their cost of living is so much higher out there anyway and if they're just receiving Centrelink benefits, it could have consequences community wide, not just within their own family because if they can't afford to put food on their table because of the gambling. Also, just the lack of that social structure because they're on their phones instead of socialising with other community members, just a loss of the social side of their community living."*

### Case studies

The client is a casual health worker in a remote island community, had just \$3,000 in income across three months but she'd spent more than \$4,700 on online gambling, funded almost entirely by family members who had sent money for food and bills. Her transactions were labelled with descriptors like "Power", "Food", "Kmart", but the money didn't go to those things. It disappeared through fake company names and app-based platforms.



Luke from Bathurst Island: just asking family for money, you know, and destroying, I think you're destroying families. Just ding-ding I reckon destroying proper. Yeah

There are also ripple effects at the community level. In one NT community, a financial capability worker scheduled a full day of outreach appointments. No one came. The shopkeeper told the capability worker that his staff had not turned up to work. This was very unusual, so the worker went walking through town to see what was happening. They found almost everyone on their phones, playing the same online scam slot game. Someone had reportedly won \$30,000 the day before. The rumour had swept through the town, and now everyone wanted their chance.

It's also affecting children.

When asked by what harm gambling causes the community one elder from Santa Teresa said,

*"Kids not taken care of ... I'm pretty sure it's a scam ... I've done it before and never won."*

A teenager in another community said,

*"Don't have the money to be gambling. People spending all their money. There isn't anything left for food."*

A frightening aspect of online gambling and scambling is that it seems to be emerging as a preferred form of gambling because it is done on the phone, is easy and seen as more private.

Women from a women's group in one community said:

- *"Card games are bad – people drink and violence/humbug fighting"*
- *"If I don't give money to bloke, I get flogged"*
- *"Phones all good, no bad things, all secret"*

The trend is also spreading quickly within communities. Once one person gets roped in, others follow, as one Catholic Care NT worker explains:

*"When you win money on a scambling game the home page will display your initials, hometown and the last 3 digits of your mobile number. The person may never actually get their winnings or be able to withdraw it from the game but everyone in town knows who it is and will humbug them and harass them for*

*money. It also causes lots of people in that town to start playing that game in particular to try and win as well, but they never do.”*

And,

*“Families will share a phone amongst many people to ensure someone is always playing the scambling games. I have seen families pass the phone out of windows and yell at someone to immediately start playing to keep streaks alive or because they feel a win is coming.”*

### **Bank responses**

While some banks have taken steps to inform customers about online scams and created pathways for advocates to report suspicious transactions, financial counsellors, capability workers and NILs providers say the broader response remains inconsistent and inadequate. Even when a report is made, responses are often delayed, with little feedback or clarity about what’s happening or what to do next. Unless a case is escalated as a priority complaint, it frequently receives no meaningful follow-up.

One frontline worker told us there is also confusion around what to do when a client is locked out of their account. He said some banks are saying that clients can simply go to their local council with ID and their account will be unlocked. The problem is, they provide no other details and when the worker called a number of local councils to check, they knew nothing about it.

Another worker said a number of banks will not let financial counsellors speak on behalf of clients in relation to scambling. He said they insist on speaking with the customer and that he suspects:

*“They know that if it’s an indigenous person, it’s less likely they are going to pursue it.”*

He also said some banks say one thing one day and another thing the next. For example, One Indigenous Banking department told him that a gambling block had been put on their customers but the Complaints Department told him that could not be done.

Workers think more could be done to detect patterns of harm early, such as repeated PayID transactions or unusual activity in business accounts. They’re also asking for more clarity and shared responsibility. Too often, the burden of managing the fallout falls on customers and community workers, rather than being addressed at a systemic level.

## Complexity in Reporting

Responding to scambling is complex and labour-intensive, with no single agency able to address the full picture. Banks can be asked to stop suspicious transactions, but outcomes are inconsistent and often unclear. There's no national gambling regulator. ACMA can block illegal gambling websites, but not apps, and it doesn't help clients recover lost funds. Reports might also be made to AUSTRAC, ASIC, the ATO or ACCC, each with different roles, processes, and limited powers.

For frontline workers and the people affected, this means navigating a fragmented and often frustrating system, reporting the same case to multiple agencies, following up repeatedly, and still rarely seeing meaningful outcomes. Despite good intentions across the system, the burden remains firmly on those experiencing harm and the workers supporting them.

There is a need for clarity on exactly which organisation/s our sector should report to when they detect scambling and clear guidelines on what aspects should be reported to who.

## WHAT NOW?

[Link to video](#) on what needs to happen now.

It's easy to dismiss these stories as individual lapses in judgment. But the reality is more complicated and more systemic. Social media advertising algorithms mean that once one person in a small town engages with a scambling platform, everyone else starts seeing the same ads. In communities of just a few hundred people, the ratio of advertisements to users skyrockets.

These gambling scams are designed to spread socially, and they do so quickly and widely.

This anecdote about recruitment difficulties facing a Community Development Program (CDP) speaks volumes:

“We have had many issues hiring to the Gambling Harm Educator role because: there is no interest from any of our job seekers due to most people and or their families are heavily involved in online gambling” (From CDP worker in Santa Teresa).

Financial counsellors, capability workers and community organisations are reporting that scambling is growing fast, exploiting the most vulnerable, and entangling people, often unknowingly, in high-risk money laundering schemes.

The people who are seeing it most clearly are not law enforcement or regulators. It's the financial counsellors and capability workers doing the hard work on the ground – and they are determined to stop this damaging trend. Catholic Care NT's financial wellbeing manager, Kelly Gulliver, says:

“we're desperately trying to find a solution to stop it. What we can do about it is keep investigating and find out more about it and raising awareness with people impacted by it, so they can understand what it is and they can stop and spread that work in their community.”

Scambling has not been around for long but it's already having an enormous negative impact, which is only going to get worse in the coming months and years.

Those directly impacted in remote communities, like Rosa from Wadeye, have a blunt message for the organisations scamming her people:

“They have to stop. It's, it's not our way and our money, our bank, our country, our people. Um, it's not for out there, for someone that is just pretending to be, um, a millionaire, you know, trying to share this money of the ding ding. No, it's, it's not, if, if it was my, if my grandfather would be, would be alive, he would say, he would talk about this a lot and say, stop.”

The time to act is now.

NB. We also have information that some clients have lost remediation funds and others have been subject to identity theft. We will further populate this document if/when we get more concrete examples of these impacts.



# AUGUST 2025

## FINANCIAL COUNSELLING AUSTRALIA BRIEF ON 'SCAMBLING'



### What is scambling?

In very basic terms, scambling (or 'gamin' ding ding' as community calls it) is a scam dressed up as online gambling. We like to describe it as the problem lovechild of scams and gambling.

Scambling operations are unlicensed gambling platforms which lure vulnerable people to participate in gambling by promoting on social media and messaging apps. The participants may receive small winnings, at first, but they rarely receive larger amounts. The app may record a large win, but it is not paid out.

People transfer money to buy credits to gamble via PayID or payment platforms. In doing so, they are becoming part of a money laundering network

### How does it work?

We believe that scambling operators are geo-targeting people in remote First Nations communities. They are reaching people through social media ads and social media platforms. Typically, someone sees an ad on Facebook, or a friend shares a link in a messaging app, like WhatsApp. They are then lured to visit a scam gambling website with the promise of winning money via a game.

Once engaged, users are typically asked to deposit funds via methods like PayID or Osko to numerous accounts which often change. It involves frequent small transactions and is being used to launder money from other criminal activities.

These operators are unlicensed, illegal and deliberately misleading. The platforms appear legitimate, with apps sometimes even available through mainstream app stores.

### Why is it a problem?

The organisations responsible are deliberately targeting people in remote Indigenous communities and scambling is spreading rapidly. As this video explains, it's causing real harm to individuals, families and communities [Click to view video](#)  
(Please do not share the video further)

People are losing large sums of money and some are unable to cover basic living expenses. The effects of scambling are also being felt in the growing ineligibility of clients for No Interest Loans (NILS) which offer a pathway to financial independence and access to essential goods and services without the burden of high-interest debt.

Because of the money laundering aspect, people's bank accounts are being frozen and, in some cases, they are being debanked. This leaves them with no access to income or to receive Centrelink payments.

These operations are illegal and are fuelled by criminal networks.







# AUGUST 2025

## FINANCIAL COUNSELLING AUSTRALIA BRIEF ON 'SCAMBLING'

### What could help?

Scambling is complex and fast-evolving. It blurs the lines between scams, gambling, and money laundering, and tackling it will require coordinated action across banks, telcos, payment platforms, regulators, government agencies, community organisations and the tech sector.

### Evidence

#### Financial capability worker in Wadeye:

"They've been spending a lot of money on it, and you can quite see how it tends to affect them. Because then it reaches a terrain where they don't have money for food, for budget requirements. Then they start humbugging the family member to cover that charge up".

"Through bank statements you can mostly see the PayIDs that go to a number, a name that's very new to the community or maybe a transfer goes to a name that, an international name, an international name that does not stay in the community."

#### Financial counsellor in Arnhem Land:

"We've got clients turning up saying their account doesn't work anymore. They don't know why. They just know they can't buy anything, and they can't get help."


#### Preschool teacher in Wadeye:

"What I notice mainly is that there's not a lot of money around, and a lot of people that need necessities don't have the money to pay for those things. And then you can also see that, because it's so addicting, there are so many different people engaging with it as well. It's not just one person in the family. It's like a lot of people."

#### Community Development Program (CDP) worker in Santa Teresa:

"We have had many issues hiring to the Gambling Harm Educator role because: there is no interest from any of our job seekers due to most people and or their families are heavily involved in online gambling".

### For further information and resources

@financialcounsellingaustralia.org.au

**From:** Invites.wells  
**Sent:** Monday, 1 September 2025 1:45 PM  
**To:** s 47F  
**Cc:** s 22(1)(a)(ii)  
**Subject:** RESPONSE: Urgent Action Needed: Gambling Harm Reform & Lived Experience Advocacy [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

OFFICIAL

OFFICIAL

Dear s 47F

On behalf of Hon. Anika Wells, Minister for Communications, Minister for Sport and Federal Member for Lilley, thank you once again for requesting a meeting.

The Minister received a large volume of meeting requests for the past couple of months and is unable to accommodate your invitation at this time. Her adviser, s 22(1)(a)(ii) would be happy to meet on her behalf.

Please reach out to s 22(1)(a)(ii) (cc'd), directly to organise a mutually convenient time.

Kind regards,

s 22(1)(a)(ii)

Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport  
 s 22(1)(a)(ii)@mo.communications.gov.au  
 Parliament House, Canberra ACT 2600, Australia

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**From:** s 47F  
**Sent:** Wednesday, 16 July 2025 11:15 AM  
**To:** Albanese, Anthony (MP) <[A.Albanese.MP@aph.gov.au](mailto:A.Albanese.MP@aph.gov.au)>; Wells, Anika (MP) <[Anika.Wells.MP@aph.gov.au](mailto:Anika.Wells.MP@aph.gov.au)>; [jacinta.allan@parliament.vic.gov.au](mailto:jacinta.allan@parliament.vic.gov.au)  
**Subject:** Urgent Action Needed: Gambling Harm Reform & Lived Experience Advocacy



Dear Prime Minister Albanese, Minister Wells, and Premier Allan,

My name is s 47F. I'm a s 47F, and for over 12 years, I was addicted to gambling. Today, I'm in recovery and I've turned my story into a movement called No More Bets, where I share my journey online to raise awareness, support others, and spark much-needed conversation around gambling harm in Australia.

I'm writing to you not for sympathy, but to ask for leadership.

Gambling is deeply embedded in our culture and it's hurting people every day. I've seen firsthand how easily lives can spiral when gambling is normalized, especially through relentless advertising, betting incentives, and lack of early education.

What's most frustrating is that gambling is just as harmful if not more so than smoking, drugs, or alcohol. Yet we've banned or heavily restricted the advertising of those industries, while gambling continues to be promoted across television, sports, and especially social media, often targeting young people and vulnerable groups.

I'm reaching out to offer my story, not as a statistic, but as someone who has lived through it and now dedicates every day to helping others break free. I believe lived experience voices like mine must be included in reform, education, and prevention efforts whether that's in policy, school programs, or government-backed initiatives.

Here's what I'd love to discuss:

- Support for gambling education in schools led by lived experience voices
- Stronger restrictions around gambling advertising and sports sponsorship
- Funding or collaboration opportunities to expand No More Bets into communities
- Involvement in shaping lived experience-informed policy on gambling harm

I would greatly appreciate the opportunity to speak with your office or teams further about how we can work together to protect Australians from the harm gambling causes.

Thank you for your time and consideration.

<https://www.youtube.com/watch?v=cpwucpYGKo8>

Warm regards,

s 47F

Founder – No More Bets

📍 Victoria, Australia

s 47F

s 47F

**From:** s 47F @gpnw.net>  
**Sent:** Monday, 1 September 2025 2:47 PM  
**To:** s 22(1)(a)(ii)  
**Cc:** s 47F  
**Subject:** Lotteries and Gambling Harm Research  
**Attachments:** Image.jpeg; 250901\_Lotteries and Gambling Harm Research.pdf

[You don't often get email from s 47F @gpnw.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hi Anna,

I hope you're well and you're enjoying the double sitting week.

Thanks again for taking the time recently to meet s 47F and me.

As discussed in our meeting, I'm pleased to share a briefing note that outlines the latest academic research and government data on gambling harm and lotteries compared to other forms of gambling.

If you have any questions about our sector in the coming weeks and months, please feel free to get in touch.

Kind regards

s 47F

s47F

[signatureImage]

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# Lotteries and Gambling Harm Research

This briefing note draws on government data from federal and state agencies alongside leading academic research in Australia and internationally to assess the harm profile of draw-based lotteries.

There is clear and consistent evidence that, despite their widespread popularity, lotteries contribute only negligible levels of gambling harm compared to poker machines, wagering, and casino games. This low level of harm is attributable to the structural characteristics of draw-based lotteries, which lack the capacity for high-frequency, repetitive play and are typically associated with modest expenditure by participants.

Moving forward, we encourage government to adopt a **risk-based approach** to future gambling reforms, ensuring regulatory focus is directed at the products that cause the greatest harm.

## Government & Independent Research

### NSW Gambling [Survey 2024](#)

- “EGMs are responsible for more than half of all harm to gamblers (57,832 Years Lived with Disability or YLD), followed by wagering products and casino games. Although graphed for completeness, **no statistically detectable impact was found for lotteries**, keno and bingo.” (pp. 86, 134–135)

### Queensland Government Statistician’s Office (QGSO) 2021

- “Draw-based lotteries are the most commonly played activity on a weekly basis, yet they represent only a small proportion of gambling revenue. By far the greatest expenditure is on EGMs, which account for 51% of total gambling revenue.” (Quote taken from [CQ University](#) report, citing QGSO report).

### NSW GambleAware 2020–21 Annual [Statistics](#)

- Of 2,886 people seeking help, **73.3% identified pokies as their primary gambling problem**, 13.1% race betting, 7.9% sports betting, and **half of 1% from lotteries** (13 people total).

#### Principal Gambling Activity

For all gambling counselling clients specifying a principal gambling activity, gaming machines was the most common (73.3%) followed by horse/dog races (13.1%) (Table 10).

**Table 10** — Principal gambling activity for all gambling counselling clients

Gambling Activity	Total <sup>a</sup>		Males		Females	
	Number	%	Number	%	Number	%
Gaming machines	2,116	73.3%	1,400	66.2%	713	93.1%
Horse/dog races	378	13.1%	367	17.3%	10	1.3%
Sports Betting	228	7.9%	224	10.6%	4	0.5%
Casino table games	68	2.4%	58	2.7%	10	1.3%
Other	38	1.3%	27	1.3%	11	1.4%
Card games	28	1.0%	22	1.0%	6	0.8%
<b>Lottery Products</b>	13	0.5%	7	0.3%	6	0.8%
Keno	11	0.4%	6	0.3%	5	0.7%
Bingo	3	0.1%	2	0.1%	1	0.1%
TAB/Phonetab	2	0.1%	2	0.1%	0	0.0%
On course (racing & sports betting)	1	<0.0%	1	<0.1%	0	0.0%

## Productivity Commission [Report](#) on Gambling (2010)

- “Lotteries are the most common form of gambling participation in Australia, **but they are associated with very low levels of harm.**”
- “Lotteries were described as a largely benign form of gambling, with low intensity and low expenditure characteristics that result in **minimal contribution to problem gambling rates.**”

## Australian Academic Research

### [CQUniversity](#) – Experimental Gambling Research Laboratory

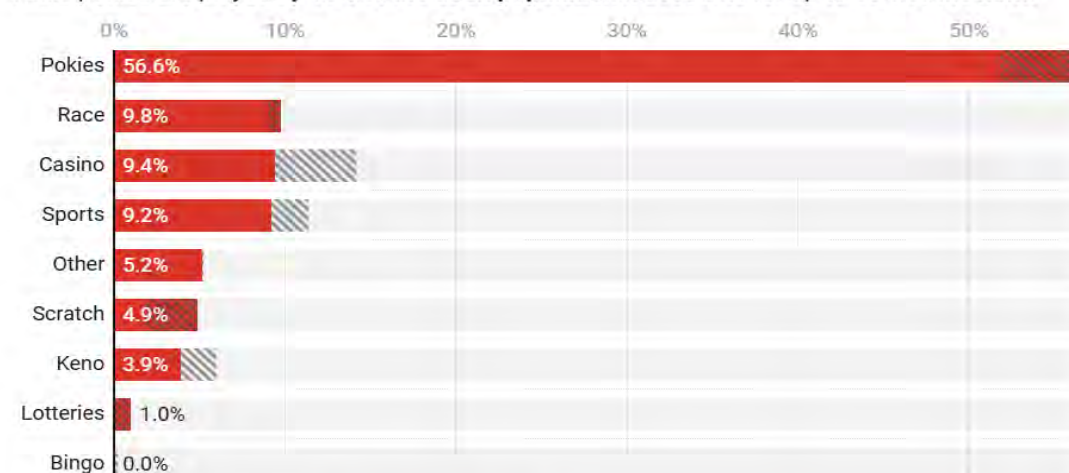
- “EGMs are responsible for 51–57% of gambling problems in Australia... Bingo and **lottery play show no statistically detectable risk for gambling problems.**”
- “**Lotteries/lotto comprise about 10% of total gambling revenue (QGSO, 2021) but contribute negligibly to gambling problems...** explained by high participation rate but very low individual spending.”
- “**Lotteries, with a coefficient of 0.001, were the least problematic and were not statistically significant** even in our large sample.”

### The Conversation [column](#) (CQUniversity authors, 2024)

- “**Lotteries accounted for just 0.1–1% of gambling problems...** Even if we include scratchies, this only adds 2–5%, far below sports and race betting.”
- “The average spend on pokies among the 16% who play them is ~\$4,782 per year, compared to ~\$377 per year for lotteries.”

## How much harm is attributed to gambling types

While pokies are played by **16% of the adult population** it accounts for up to **56% of the harm**



Shading shows the range between measurement methods

Chart: The Conversation • Source: [M. Browne, P. Delfabbro, H.B. Thorne, et al](#) • [Get the data](#) • [Embed](#) • [Download image](#) •

## Grattan Institute [Report](#) 2024 – Preventing Gambling Harm

- “Lotteries and scratchies are popular, but relatively low risk. They tend to be slower, with fewer bells and whistles, lessening the potential for addiction and harmful patterns of use. **Rates of serious gambling harm are lower for people who only gamble on lotteries than for other gamblers.**”

---

## International Research

- In 2023, the UK Government released their Gambling-related harms evidence [review](#), that confirmed that “harmful gambling has a very different activity profile to general gambling. It includes low National Lottery participation and high participation in online gambling including: slots, casino and bingo games, electronic gambling machines in bookmakers, sports and other event betting, betting exchanges and dog racing.
- A Swedish [study](#) from 2017 found “there is solid evidence that some forms of gambling (e.g. EGMs, casino games and some types of sports betting) are more closely associated with PG than other forms (e.g. weekly sports and horse pools, traditional lotteries and instant lottery tickets).” These researchers found that “there were fewer problem gamblers than average among those who participated in lotteries and number games.”
- A meta-analysis of Canada’s legal gambling industry in 2016, [found](#) that video lottery terminals (i.e., EGMs located in bars) were the gambling format most closely associated with problem and pathological gambling in Canada.

---

## Advocacy & Media Commentary

### Tim Costello – Alliance for Gambling Reform

- “Just over half of the nation’s gambling problems derive from poker machines (52–57%). Wagering accounts for more than 20%, casino up to 14%, keno up to 6%, and lotteries barely 1%.” ([AGR Media Release](#))

10 September 2025

Hon Anika Wells MP  
Minister for Communications  
Minister for Sport  
PO Box 6022  
House of Representatives, Parliament House  
Canberra ACT 2600  
[Anika.Wells.MP@aph.gov.au](mailto:Anika.Wells.MP@aph.gov.au)

Dear Minister,

**REQUEST FOR MEETING TO DISCUSS REGULATION OF HARMFUL PRODUCT ADVERTISING AND GENDERED VIOLENCE**

I am writing to request a meeting with you during the October sitting period, together with FARE Board member Jackie Trad, to introduce myself as the CEO of FARE and to discuss with you FARE's research and campaigns on gendered violence and the marketing of harmful products, as well as National Cabinet's response to the expert-led '*Rapid Review of Prevention Approaches to End Gender-Based Violence*'.

The Foundation for Alcohol Research and Education (FARE) is a not-for-profit organisation with a vision for an Australia free from alcohol harms – where communities are healthy and well, and where laws, policies and programs are fair, equitable and just. Working with local communities, people with lived experience of alcohol harm, values-aligned organisations, health professionals, researchers and governments across the nation, we are improving the health and wellbeing of everyone in Australia.

As you know, last year, National Cabinet committed to action on alcohol-related Domestic, Family and Sexual Violence (DFSVM). The *Rapid Review* reported in August 2024 and made specific recommendations addressing alcohol as part of a wider approach to reducing DFSVM.

One recommendation centres on strengthening the alcohol and gambling regulatory environments, including restricting advertising. In recent years, alcohol marketing has increasingly taken a digital form in online spaces. This is particularly alarming, as these data-driven marketing practices are resulting in high-risk groups - including people at risk of alcohol use disorders and young people - being increasingly being exposed to advertising. Even without these digital marketing tactics, children are still significantly exposed to alcohol advertising in their day-to-day lives, with the majority (70%) of 15- to 17-year-olds having seen alcohol advertising within the previous month. Companies selling harmful products, such as alcohol and gambling, are still permitted to advertise during sports broadcasts, during times when children are likely to be watching.



We would like to discuss with you the latest research on the marketing of harmful and addictive products, their connection to gendered violence, and opportunities for effective regulation to reduce harm.

Jackie and I will be in Canberra the week of Monday 27 October 2025. We would appreciate it if your office could contact FARE Office Coordinator, **s 47F** [@fare.org.au](mailto:s47F@fare.org.au)), to arrange a suitable time to meet. Thank you.

Kind regards,

**s 47F**

AYLA CHORLEY

**CHIEF EXECUTIVE OFFICER**

s 22(1)(a)(ii)

**From:** Dominique Meyrick <s 47F@financialcounsellingaustralia.org.au>  
**Sent:** Thursday, 11 September 2025 11:49 AM  
**To:** s 22(1)(a)(ii); s 47F  
**Subject:** Re: RESPONSE: Sharing report on illegal online gambling scams targeting First Nations communities [SEC=OFFICIAL]

You don't often get email from s 47F@financialcounsellingaustralia.org.au. [Learn why this is important](#)

OFFICIAL

Hi s 22(1)(a)(ii)

Yes, that would be great. Please let us know if there's a time that works for you.

Thanks,

Dom

Dr Dominique Meyrick  
 Co-CEO  
 Financial Counselling Australia  
 s 47F

OFFICIAL

**From:** s 22(1)(a)(ii)@mo.communications.gov.au>  
**Date:** Thursday, 11 September 2025 at 11:29 am  
**To:** Dominique Meyrick <s 47F@financialcounsellingaustralia.org.au>  
**Subject:** RE: RESPONSE: Sharing report on illegal online gambling scams targeting First Nations communities [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Hi Dom,

I'm just touching base on whether you would like to meet on the below

s 22(1)(a)(ii)

OFFICIAL

OFFICIAL

**From:** Invites.wells <s 22(1)(a)(ii)@mo.communications.gov.au>  
**Sent:** Tuesday, 2 September 2025 10:03 AM  
**To:** s 47F @financialcounsellingaustralia.org.au  
**Cc:** s 22(1)(a)(ii) @mo.communications.gov.au; Invites.wells <s 22(1)(a)(ii)@mo.communications.gov.au>  
**Subject:** RESPONSE: Sharing report on illegal online gambling scams targeting First Nations communities [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Dear Dom

Thank you for taking the time to contact the Hon. Anika Wells, Minister for Communications, Minister for Sport and Federal Member for Lilley.

Unfortunately, due to competing commitments, the Minister is unable to accept your kind invitation for a meeting at this time.

However, her adviser s 22(1)(a)(ii) is available and would be more than happy to meet with you and discuss.

She is available at s 22(1)(a)(ii), also (cc'd).

Kind regards,

s 22(1)(a)(ii)

Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport

s 22(1)(a)(ii)@mo.communications.gov.au

Parliament House, Canberra ACT 2600, Australia

OFFICIAL

OFFICIAL

**From:** Dominique Meyrick <s 47F @financialcounsellingaustralia.org.au>  
**Sent:** Monday, 18 August 2025 11:23 AM  
**To:** Wells, Anika (MP) <Anika.Wells.MP@aph.gov.au>  
**Cc:** s 47F @financialcounsellingaustralia.org.au; s 47F <s 47F @financialcounsellingaustralia.org.au>  
**Subject:** Sharing report on illegal online gambling scams targeting First Nations communities

Dear Minister Wells,

I am writing from Financial Counselling Australia, the national peak body for the financial counselling sector, to share our new paper on illegal online gambling scams, known as *scambling*, that are disproportionately affecting First Nations communities across remote and regional Australia.

The paper draws on information from frontline financial counsellors, our recent visits to Wadeye and Bathurst Island in the Northern Territory, and engagement with other community organisations. It sets out how scambling is presenting, the harms being caused and regulatory gaps.

We are already engaging with industry and regulators, including upcoming presentations to the Australian Banking Association's Customer Outcomes Group and the ACCC's National Anti-Scams Centre Advisory Group. We are also sharing our findings with the Department of Social Services and ministers with relevant portfolio responsibilities.

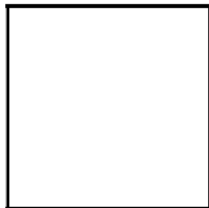
We would welcome the opportunity to brief you and your office on the report's findings and to discuss possible next steps within the communications and online gambling portfolios. If helpful, we can also provide de-identified case examples and connect you with frontline workers in affected communities.

Kind regards,

Dom.

Dr Dominique Meyrick  
Co-CEO  
Financial Counselling Australia

s 47F



We acknowledge the Traditional Owners of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their living cultures and to Elders past, present and emerging.

*Financial counsellors work in community-based organisations. They offer free and confidential advice and support to help people in financial hardship get back in control of their finances.*

OFFICIAL

**From:** Mark Davis <s 47F @acl.org.au>  
**Sent:** Tuesday, 7 October 2025 3:50 PM  
**To:** s 22(1)(a)(ii)  
**Cc:** Invites.wells  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

s 22(1)(a)(ii)

I should have mentioned that Michelle would particularly like to discuss online gambling, s 22(1)(a)(ii)

Thanks

Mark



**Mark Davis**  
 Chief Operating Officer | Director, Federal Politics

s 47F  
 Web acl.org.au



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**From:** Mark Davis <s 47F @acl.org.au>  
**Sent:** Tuesday, 7 October 2025 1:59 PM  
**To:** s 22(1)(a)(ii) h@mo.communications.gov.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii)@mo.communications.gov.au>  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

Hi s 22(1)(a)(ii)

Thanks for making time to meet with Michelle Pearse and I.

Attached is a draft agenda. Happy for you to identify which items you would like to discuss.

Many thanks

Mark



**Mark Davis**  
 Chief Operating Officer | Director, Federal Politics

s 47F  
 Web acl.org.au



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**From:** s 22(1)(a)(ii) [redacted] <[redacted]@mo.communications.gov.au>  
**Sent:** Tuesday, 7 October 2025 1:55 PM  
**To:** Mark Davis <s 47F [redacted]@acl.org.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii) [redacted]@mo.communications.gov.au>  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Yes

Apologies I'll add you to our invite now.

As I mentioned on the phone, I'm a bit dependant on estimates committee breaking on time for their afternoon break

s 22(1)(a)(ii) [redacted]

OFFICIAL

OFFICIAL

**From:** Mark Davis <s 47F [redacted]@acl.org.au>  
**Sent:** Tuesday, 7 October 2025 12:46 PM  
**To:** s 22(1)(a)(ii) [redacted] <[redacted]@mo.communications.gov.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii) [redacted]@mo.communications.gov.au>  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

You don't often get email from s 47F [redacted] <[redacted]@acl.org.au>. [Learn why this is important](#)

Hello s 22(1)(a)(ii) [redacted]

Please confirm whether you are still available to meet Michelle Pearse and I tomorrow afternoon.

Many thanks

Mark



**Mark Davis**  
 Chief Operating Officer | Director, Federal Politics

s 47F [redacted]  
 Web [acl.org.au](http://acl.org.au)





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**From:** Mark Davis <s 47F @acl.org.au>  
**Sent:** Wednesday, 1 October 2025 12:51 PM  
**To:** s 22(1)(a)(ii) @mo.communications.gov.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii) @mo.communications.gov.au>  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

Hi s 22(1)(a)(ii)

That works well for Michelle and I. Which office are you located in?

If you need to contact me on the day, my mobile number is s 47F.

Thanks

Mark



**Mark Davis**  
 Chief Operating Officer | Director, Federal Politics  
 s 47F  
 Web acl.org.au



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**From:** s 22(1)(a)(ii) @mo.communications.gov.au>  
**Sent:** Wednesday, 1 October 2025 12:24 PM  
**To:** Mark Davis <s 47F @acl.org.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii) @mo.communications.gov.au>  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Hi Mark,

I am available on the 8<sup>th</sup> at 3.30?

s 22(1)(a)(ii)

OFFICIAL

OFFICIAL

**From:** Mark Davis <s 47F @acl.org.au>  
**Sent:** Tuesday, 30 September 2025 2:09 PM  
**To:** s 22(1)(a)(ii) @mo.communications.gov.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii) @mo.communications.gov.au>  
**Subject:** RE: RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

Hello s 22(1)(a)(ii)

ACL's CEO, Michelle Pearse, and I will be at Parliament House on 8 and 9 October. Do you have any capacity to meet between 1:30pm and 4:00pm on those days?

Many thanks

Mark



**Mark Davis**  
 Chief Operating Officer | Director, Federal Politics

s 47F  
 Web acl.org.au



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**From:** Invites.wells <s 22(1)(a)(ii) @mo.communications.gov.au>  
**Sent:** Monday, 29 September 2025 9:23 AM  
**To:** Mark Davis <s 47F @acl.org.au>  
**Cc:** Invites.wells <s 22(1)(a)(ii) @mo.communications.gov.au>; s 22(1)(a)(ii) @mo.communications.gov.au>  
**Subject:** RESPONSE: Meeting Request - Australian Christian Lobby [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Dear Mark

On behalf of Hon. Anika Wells, Minister for Communications, Minister for Sport and Federal Member for Lilley, thank you once again for requesting a meeting.

Unfortunately Minister Wells is unable to meet at this time and sends her apologies. Her adviser, s 22(1)(a)(ii) would be happy to meet on her behalf.

Please reach out to [§ 22(1)(a)(i)] (cc'd), directly to organise a mutually convenient time.

Kind regards,

[§ 22(1)(a)(ii)]

Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport

[§ 22(1)(a)(ii)]@mo.communications.gov.au

Parliament House, Canberra ACT 2600, Australia

OFFICIAL

OFFICIAL

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**From:** Mark Davis <[§ 47F]@acl.org.au>  
**Sent:** Friday, 12 September 2025 11:47 AM  
**To:** Wells, Anika (MP) <Anika.Wells.MP@aph.gov.au>  
**Subject:** Meeting Request - Australian Christian Lobby

Dear Minister

On behalf the Australian Christian Lobby (ACL), and our CEO Michelle Pearse, I would like to congratulate you on your re-election and re-appointment to the Cabinet of the 48<sup>th</sup> Parliament of Australia. I sincerely hope this term of government provides you with opportunity to progress many important reforms for our wonderful country.

ACL has grown to an organisation of over 250,000 supporters and 30 staff across the nation. As it has done since its inception 30 years ago, ACL will continue to engage constructively with all Members and Senators on matters of importance to Christians.

In this regard, Michelle and I would appreciate meeting with you to discuss gambling reform and other current matters of importance. We are particularly keen to explore areas where we can work together.

I would appreciate it if your diary manager could reply to this email with your availability or call the ACL office on [§ 47F].

Yours sincerely

Mark Davis



**Mark Davis**  
 Chief Operating Officer | Director, Federal Politics

[§ 47F]  
 Web acl.org.au



unauthorised. The opinions, conclusions and other information contained in the message are those of the sender and not necessarily those of The Australian Christian Lobby.



14 October 2025

The Hon Anika Wells  
Communications Minister  
Parliament House  
CANBERRA ACT 2600

By email: [Anika.Wells.MP@aph.gov.au](mailto:Anika.Wells.MP@aph.gov.au)

Dear Minister, *Anika,*

**Re: Urgent need to strengthen gambling self-exclusion programs and enforcement**

I write to raise serious concerns about the effectiveness of Australia's gambling self-exclusion programs, particularly in light of a recent meeting I held with a Kooyong constituent whose family has been deeply affected by gambling harm.

The constituent's younger brother developed a gambling addiction that began during Melbourne Cup weekend in 2023, when he was still in school. In response, his family has taken every available step to prevent further harm: they supported his rehabilitation, facilitated his registration with BetStop—the national self-exclusion register—and arranged for him to be formally excluded from venues under Victoria's Deed of Self-Exclusion via the Australian Hotels Association Victoria. They received confirmation that his details had been circulated to venues across the state.

Despite these efforts, he was still able to relapse and gamble in person and online at a local venue within Kooyong, and in other venues. Staff at the venue acknowledged his exclusion status but only intervened after the family threatened to report the breach to regulators.

This case highlights troubling gaps in enforcement and coordination between federal and state exclusion systems. It raises questions about:

- The interaction between BetStop and state-based exclusion programs, and whether venues are adequately equipped or required to enforce both.
- Venue accountability, particularly when staff knowingly allow self-excluded individuals to gamble.
- The adequacy of current legislative and regulatory frameworks, including whether enforcement mechanisms are sufficient to deter breaches.

The constituent's family has gone to extraordinary lengths to protect their son and themselves—from installing security cameras and locks in their home to enduring theft, violence, and emotional distress. Their story is not unique, and it underscores the urgent need for reform.

I understand that your department has undertaken work in gambling harm minimisation, including the launch of BetStop, mandatory ID verification, and the ban on credit card use for online wagering. These are important steps. However, this case suggests that enforcement and integration across jurisdictions remain weak points, which render these steps of dubious value.

**Dr Monique Ryan MP**

145 Camberwell Rd,  
Howthorn East VIC 3123

(03) 9326 2900

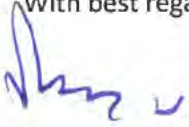
[monique.ryan.mp@aph.gov.au](mailto:monique.ryan.mp@aph.gov.au)

[moniqueryan.com.au](http://moniqueryan.com.au)

[monikeryan](https://www.facebook.com/monikeryan)

I would welcome the opportunity to discuss this issue further with you and to understand what additional measures might be considered—whether through your office, in collaboration with state regulators, or via the statutory review of BetStop which is currently underway.

With best regards,

A handwritten signature in blue ink, appearing to read "Monique Ryan", followed by a small blue circular stamp.

Dr Monique Ryan MP



**From:** Lauren Levin <s 47F >  
**Sent:** Thursday, 16 October 2025 12:12 PM  
**To:** s 22(1)(a)(ii)  
**Subject:** Re: Zoom meeting time: Request to meet: 4-Corners - gambling policy [SEC=OFFICIAL]

OFFICIAL

That's good s 22(1)(a)(ii)

See you next Wed 22nd at 11 am on Zoom.

Do we have an hour?

To help me prep, what areas is the Minister most interested in?

I would also appreciate an informal briefing on:

- Lotteries: the Ministerial review and decision on lotteries carveout and the IGA (I wrote a submission on the credit card gambling final consultation, and this led to the Minister announcing her review within 12 mths, but that time has passed).
- Social casinos (the loophole being exploited) - ACMA has raised this in its submissions, as have I. My reading of the IGA is that social casinos are captured (ie that social casinos are not legal under the IGA) and there is currently a class action in the courts based on this interpretation too. But ACMA says it is not clear. There is probably going to be some media on this - person who became addicted to Hearts of Vegas and stole about \$700,000. It was all spent on a single company owned by Australian gambling company Aristocrat. The money was stolen from a small business. This person went to jail. Aristocrat never returned the stolen funds, never inquired about 'source of funds' under AML obligations (same as in the 4-corners story).
- The 'data vault' (giving government, regulators, coroners access to data .... See my Questions on Notice paper on data vaults to the Murphy Inquiry. I was then contacted by the researcher appointed to investigate the practicalities of implementing this. [See submission 152.1](#). On my Churchill Fellowship, a number of the gambling regulators said this was their essential tool.

Who is Tanya Plibersek's gambling advisor? You're welcome to invite her advisor too. We always used to meet all together as there was so much common ground. Please can I have the advisor's contact details.

Regards

s 47F

Lauren Levin

s 47F

OFFICIAL

On 16 Oct 2025, at 11:30 am, s 22(1)(a)(ii) @mo.communications.gov.au> wrote:

OFFICIAL

## OFFICIAL

Hi Lauren

Sorry, I was travelling yesterday- but can do next Wednesday at 11?

s 22(1)(a)(i)

## Microsoft Teams [Need help?](#)

[Join the meeting now](#)

s 22(1)(a)(ii)

### Dial in by phone

s 22(1)(a)(ii)

### Join on a video conferencing device

s 22(1)(a)(ii)

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)

---

**From:** Lauren Levin s 47F  
**Sent:** Thursday, 16 October 2025 10:24 AM  
**To:** s 22(1)(a)(ii) @mo.communications.gov.au>  
**Cc:** Minister.wells <s 22(1)(a)(ii)@mo.communications.gov.au>  
**Subject:** Zoom meeting time: Request to meet: 4-Corners - gambling policy [SEC=OFFICIAL]

You don't often get email from s 47F [Learn why this is important](#)

OFFICIAL

Hi s 22(1)(a)(ii)

Following up on the Zoom meeting. Can we please lock in a time for next Wed, before 1 pm. (Or after 4 pm).

Lauren

Lauren Levin

s 47F

OFFICIAL

On 14 Oct 2025, at 6:32 pm, s 47F wrote:

Hi s 22(1)(a)(ii)

Yes, I imagined that the Optus 000 issues would have kept you busy.

Next Wednesday is good. **Can you find an hour (or more) so we're not too rushed.** I will share some overseas models from the Churchill Fellowship that will hopefully be valuable to you.

A longer time is better as I would also like to hear where you're up to and where I can be most of value.

Pls send through a calendar invite for next Wed at the time that works for you and a Teams link.

Regards

Lauren

Lauren Levin

s 47F

On 14 Oct 2025, at 4:04 pm, s 22(1)(a)(ii)  
<s 22(1)(a)(ii)@mo.communications.gov.au> wrote:

OFFICIAL

**OFFICIAL**

Hi s 47F

Apologies for the delay I've had a busy week, I'd like to meet and discuss though, are you free next Wednesday or Thursday for a teams meeting?

s 22(1)(a)(ii)

**OFFICIAL**

**From:** "Lauren Levin" s 47F  
**Date:** Tuesday, 14 October 2025 at 3:55:43 pm  
**To:** "Minister.wells" <s 22(1)(a)(ii)@mo.communications.gov.au>  
**Cc:** s 22(1)(a)(ii) <s 22(1)(a)(ii)@mo.communications.gov.au>  
**Subject:** Re: Request to meet: 4-Corners - gambling policy

You don't often get email from s 47F. [Learn why this is important](#)

Hi s 22(1)(a)(ii)

Following up on my request to meet the Minister.

Regards

Lauren

Lauren Levin

s 47F

Gambling Policy Hub  
 (formerly Director of Policy. Financial Counselling  
 Australia).

On 6 Oct 2025, at 3:58 pm, Lauren Levin

<s 47F> wrote:

Hi s 22(1)(a)(ii)

Nice to talk to you. Let me know how I can help.

Lauren

Dear Minister Wells

I'd like to request a meeting to offer some assistance in the Government's challenge of responding to the Murphy review recommendations, and the issues raised

in tonight's 4-Corners show. I am one of the people interviewed. I pitched the show to the ABC, after reflecting on my 10 years of gambling policy advocacy.

In late 2022, I had the privilege of receiving a Churchill Fellowship. I went to six European countries, and the UK to meet with gambling regulators and investigate gambling regulation, specifically 'what works?'. It was an eye-opener. They were doing so much, and making so much headway.

Many of the Murphy review recommendations were informed by what I learned in Europe. For the 18 months after my return I gave presentations and ran workshops with regulators, departmental and ministerial staff involved in gambling policy, MPs, the gambling industry and others ... however with the passage of time since the Inquiry, and the change of Ministers and advisors, much of this knowledge has been lost. People move on.

I would like to offer my expertise to discuss some realistic options to assist the government to navigate the policy and regulatory challenges. Some of these options haven't been discussed to date with the government, as there were new developments internationally that missed the Murphy Inquiry consultation period.

There is a lot that can be done, that doesn't involve tackling advertising, given the political-industry battles. It would be nice to not have advertising, but in my mind, it is not the most important recommendation. There are other items that are even more impactful in harm prevention.

### **About my role**

I worked for the peak body, Financial Counselling Australia for 15 years, and spent the last decade on gambling policy. My role was 'Director of Policy and Advocacy.' The 2015-16 review into the online gambling industry (O'Farrell review) was the result of my first report 'Duds, Mugs and the A-List'. The first tranche of reforms came from the recommendations in this 2015 report including: the National Self Exclusion Register, ban on credit, activity statements, and the consumer protection framework and more. They just took about 8 years to be implemented. They were always meant to just be the starting point. We knew they would never be enough to prevent harm.

Being a lawyer by training, and working in the consumer (legal) advocacy area, I tend to focus on consumer protections that are legally enshrined. So I read legislation, in Australian jurisdictions and overseas. I try to figure out what works and where the points of failure are. From my 15 years in financial counselling realm I take the notions of consumer protection from established industries such as banking, telecommunications, energy, debt collection etc. and apply these concepts and practices to improving gambling consumer protections.

As Minister you haven't heard from me before as last year I took long service leave (walked a camino), and decided to close the chapter with Financial Counselling Australia. The gambling work exposed me to trauma, including gambling suicides and I needed a break from its intensity. I am currently writing a



book (not on gambling) and doing a little consulting work.

s47F



Warm regards

Lauren

Lauren Levin  
Gambling Policy Hub (consulting  
company)

s 47F



OFFICIAL

OFFICIAL

<Mail Attachment.ics>

**From:** Invites.wells  
**Sent:** Monday, 20 October 2025 8:03 AM  
**To:** s 47F @deakin.edu.au  
**Cc:** Invites.wells; s 22(1)(a)(ii)  
**Subject:** RESPONSE: Request for Meeting Regarding Gambling Reform [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Dear s 47F

On behalf of Hon. Anika Wells, Minister for Communications, Minister for Sport and Federal Member for Lilley, thank you once again for requesting a meeting.

Unfortunately Minister Wells is unable to meet at this time and sends her apologies. Her adviser, s 22(1)(a)(ii) would be happy to meet on her behalf.

Please reach out to s 22(1)(a)(ii) (cc'd), directly to organise a mutually convenient time.

Kind regards,

s 22(1)(a)(ii)

Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport  
 s 22(1)(a)(ii)@mo.communications.gov.au  
 Parliament House, Canberra ACT 2600, Australia

OFFICIAL

OFFICIAL

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**From:** s 47F @deakin.edu.au>  
**Sent:** Wednesday, 8 October 2025 9:34 AM  
**To:** Minister.wells <Minister.wells@mo.communications.gov.au>  
**Subject:** FW: Request for Meeting Regarding Gambling Reform

You don't often get email from s 47F @deakin.edu.au. [Learn why this is important](#)

**From:** Samantha Thomas  
**Sent:** Wednesday, 8 October 2025 9:25 AM  
**To:** 'Anika.Wells.MP@aph.gov.au' <Anika.Wells.MP@aph.gov.au>  
**Cc:** s 47F @deakin.edu.au>; s 47F @deakin.edu.au>  
**Subject:** Request for Meeting Regarding Gambling Reform

To Whom it May Concern,

Please find attached a letter regarding the implementation of recommendations from the Murphy Inquiry and a request to meet with Minister Wells to discuss these.

s 47F will be in Canberra on the 29<sup>th</sup> of October for a Parliamentary Friends of Women's Health event and would be happy to meet with the Minister on this day if she is available.

Best wishes,

s 47F

s 47F

Professor of Public Health  
Institute for Health Transformation  
Deakin University

s 47F

Editor-in-Chief  
Health Promotion International  
<https://academic.oup.com/heapro>

**Health Promotion  
International**  
Celebrating 40 years of the Ottawa Charter  
and Health Promotion International



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20 October 2025

The Hon. Anika Wells MP  
Minister for Communications and Minister for Sport  
House of Representatives  
Parliament House  
Canberra ACT 2600

Via email: [minister.wells@mo.communications.gov.au](mailto:minister.wells@mo.communications.gov.au)

Dear Minister,

I am writing to you to highlight my concerns around children and young people's exposure to gambling advertising and simulated gaming. I urge the Australian Government to take decisive action to ban gambling advertising and support the *Interactive Gambling Amendment (Ban Gambling Ads) Bill 2024*.

It has been more than two years since the *Inquiry into online gambling and its impacts on those experiencing gambling harm report (Murphy Review) 2023*, however the Australian Government is yet to respond to the recommendations which call for an end to online gambling advertisement.

Following the release of the Murphy Review, more than 260 young people in North Sydney wrote postcards to me, as the Advocate, highlighting their concerns about exposure to online gambling advertising for themselves, their family and their peers. A selection of these postcards are included in Attachment A. These young leaders call for an end to gambling advertising and simulated gambling. In the postcards, they highlight the prevalence of exposure to these advertisements on television and streaming, including music streaming platforms like Spotify, and social media platforms including TikTok and YouTube. Some of these young people's concerns are also captured in the Northern Sydney Local Health Districts' Not Kids' Business report (Attachment B).

Research from the NSW Office of Responsible Gambling shows that gambling advertisement normalises gambling for children and young people and increases the risks of gambling and gambling harm in the future. Targeted bans have left gaps for gambling providers to capitalise on because children and young people are at sports matches, venues, and watching TV along with their families. Only a total ban will ensure that they do not continue to be exposed to these harmful advertisements.

I also note ongoing media reports highlighting not only the urgent need to stop all gambling advertisements but also to progress broader regulatory reform to the gaming sector.



While the scope of the Murphy Review focuses on online gambling advertisements, the harms from other forms of gambling advertisement are still detrimental to children and young people.

As an independent statutory officer representing the voices of children and young people in New South Wales, I urge the Australian Government to implement a total ban on all gambling advertisements and regulatory reform to prohibit access to simulated gambling gaming and apps.

I look forward to your response and would welcome the opportunity to meet with you to discuss this matter further. If you would like additional information, or to arrange a time to meet, please do not hesitate to contact me at [acyp@acyp.nsw.gov.au](mailto:acyp@acyp.nsw.gov.au).

Yours Sincerely,

**s 47F**

**Zoë Robinson**

NSW Advocate for Children and Young People

NSW Office for Youth



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Zoe,

I wanted to bring attention to the amount of gambling ads that teenagers are being exposed to especially ads on platforms like Spotify which we all use. I would like you to advocate against gambling ads on music streaming platforms.

Write your first name here Emily

Your age 15

Your school NSG

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20



Add your message, picture/drawings here

Dear Zoe,



I am adamant about the removing of exposure of gambling adverts because it impacts young people like myself and I am very hurt about it. My dad used to gamble and it was very troublesome & uncomfortable for me. bye-bye..

Write your first name here Arphard

Your age 5

Your school

Craig Public School

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Zoe,

Spotify has been a large contributing factor to promoting gambling ads as they have been made unskippable. To not listen to these ads, we are required to purchase premium, which many young adults do not purchase as they do not earn an income. Thank you for using your voice for positive change. 😊

Write your first name here Hannah

Your age 17

Your school NSG

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

When I see ads for gambling I see addiction.



Write your first name here Dylan

Your age 16

Your school SHORE



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

ACYP,

I want gambling ads to no longer become a thing. I don't want to catch the bus to school and be flooded by Gambling ads on my phone and on the Bus.

Thanks.

Write your first name here Nick

Your age 16

Your school Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

I think stricter laws surrounding youth & gambling should be implemented. For example, age verification for apps which have content related to gambling.

— Sophia

Write your first name here Sophia

Your age 16

Your school NCC - North Sydney

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20



Add your message, picture/drawings here

Dear Zoe,

I am concerned about the amount of gambling that young people are constantly exposed to online. I would like to see new legislation which ensures the banning of such advertisement online.

Write your first name here Audrey

Your age 15

Your school North Syd Girls

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Gambling sucks, but the people who gamble can't be the only ones at fault. Constant exposure to gambling ads on social media needs to stop. Ads that encourage gambling, specifically targeting young people using social media platforms must stop.

2/30  
☹️

Gambling is  
\*insert expletive\*

Write your first name here Eliza

Your age 16

Your school North Syd. Girls H



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Zoe,

Thank you for using your voice to advocate for change.  
I hope we can all enjoy sports without betting our money.



Write your first name here Vivian

Your age 16

Your school NISHS

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Gambling ads are dangerous for young people. We need to protect the next leaders of our future from gambling addictions.



- Alyssa (16) North Sydney Girls High School

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20



Add your message, picture/drawings here

Dear Gambleaware,

My hopes are that my kids will not grow up seeing gambling ads & being influenced by gambling culture.

Gus

16

SHORE

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Zoe,

Thank you for using your voice to instigate positive change for all children and young people. I want to let you know that young people like me are being exposed to gambling ads too often! I am concerned that my friends and family are targeted by gambling companies. I would particularly like you to advocate against the promotion of simulated gambling on social media/online gambling. Thank you

Write your first name here Aid

Your age 16

Your school North Sydney Girls



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

😊

Dear Zoe,  
Thank you for your work. I  
have a strong concern to ~~the~~  
the level of gambling ads  
on childrens games such as  
"candy crush" etc.

Sincerely,

Write your first name here Tom

Your age

15

Your school

Shore.

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20

acyp



Add your message, picture/drawings here

Dear Zoe,  
I am concerned about free to download  
games that are aimed towards young children  
advertising gambling games using fake or  
sometimes even real money.

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

Thank you for using your voice to instigate change  
for all young people.

I want to let you know that people under 18 are  
being exposed to gambling ads and simulations  
in downloaded games and social media.

We'd ~~great~~ greatly appreciate it if you spoke  
up about the exposure of gambling.



Write your first name here Aisha

Your age

12

Your school North Sydney Girls

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

Thanks for using your voice to instigate positive  
change for young people. I wanted to let you  
know young people are being exposed to  
gambling ads too often, especially in our online  
activity on social media, Spotify and mobile  
games. I would particularly like you to advocate  
against gambling marketing on Spotify and  
Instagram by seeking legislative changes banning it

Joanne

Write your first name here

16

Your age

North Sydney Girls

Your school

High School



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

There is gambling on Spotify which does not have a age limit e.g. Tab and the amount on Free games which look like gambling e.g. poker and Spin to win.

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

To Zoe,

I believe that there are too many online gambling sites/sites that imitate gambling that are accessible to young people. I also believe that there shouldn't be gambling advertisements at sports coverage as so many young people watch them and are influenced by them.

- P. N. Grata

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20

acyp



Add your message, picture/drawings here

In the future, children should be more educated about the risks and dangers of gambling. Restrictions can also gradually be placed on gambling advertising in children games that are free. These include reducing previews within ads and altering the nature to be less targeted with moving parts and colours.

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

Thank you for your work at ACYP.

I am writing to express my concern regarding the number of ads which promote gambling to children online on various platforms like Spotify and games.

Write your first name here

Your age

Your school



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

I am concerned about the amount of Betting advertising displayed in and around live sporting fixtures.

I hope that some new legislature can be reviewed and approved in order to protect the youth of Australia who attend these sporting fixtures.

Hopefully, the advertisements are limited to 18+ areas or completely limited

Sincerely, A concerned Student

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20

acyp



Add your message, picture/drawings here

Dear Zoe,

I am concerned about the fact that the NRL shows betting tips and advice minutes before the kickoff which is promoting gambling

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

And know it may concern, I think that the gambling add before NRL games are a poor influence.

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Less promotion on Big Sports Games.

Betting apps no allowed to Sponsor Sports teams.



Write your first name here

Your age

Your school



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Zoe

I am concerned around social media gambling advertisement as it appears often in my feed. There is a concern that people will see this and gambling

will become a social expectation in our year.

Write your first name here

Your age

15

Your school

Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Gambling is constant around us. sites that we use for learning or social media often have ads for this such as youtube. Even spotify has gambling ads. for me, they are a non-issue however I worry for my siblings & friends

Write your first name here

Your age

15

Your school

SHORE.

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20



Add your message, picture/drawings here

Dear ZOE,

I see ads for gambling on social media that make it look good and something to do with friends.

Write your first name here

Your age

Your school

Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Zoe

Thank you for your work at ACYP

I am writing to voice my concerns around gambling advertising on social media. I see over 10 gambling adverts per week on TikTok in particular. I believe that this is a major issue in a country where gambling is huge ~~problem~~ problem

Sincerely, Sam

Write your first name here

Your age

16

Your school

SHORE



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

If there is anything I am most concerned about regarding youth exposure to gambling, it is social media ads. Sports betting is particularly prevalent on related videos, and government anti-gambling advertising is still only visible on TV. In my opinion, social media ads should have heavier restrictions when it comes to gambling.

Write your first name here Alexander Your age 16

Your school Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,  
Thank you for using your voice to represent young people and advocate for change.  
I want to let you know I have been seeing gambling ads and gambling sites too often. Social media specifically targets young people to promote gambling, and shopping centers often have mini arcades which promote gambling in a subtler way. I am concerned for my friends and siblings who are easily attracted to these ads and arcades. I would particularly like you to advocate against these things, and raise awareness about these issues. Thank you.  
Alexander  
Your age 15  
Your school North Sydney Girls

Write your first name here Alexander

Your age 15

Your school North Sydney Girls

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20

acyp



Add your message, picture/drawings here

Dear Maam/Sir,

for the future I hope gambling declines in popularity, as well as stop the exposure of public advertising regarding gambling. I hope to also see the reduction in social media ambassadors who promote gambling to people as young as children. This will help the general population and reduce risk overall of issues that relate to gambling.

Write your first name here Oscar

Your age 16

Your school Shore school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe,

We are concerned about the prevalence of gambling advertisements on social media, especially the exposure and easy accessibility to young people.

Write your first name here C

Your age 16

Your school North Sydney Girls





## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Sir/Ma'am,  
It is my hope for the future that gambling will be fised out, particularly in areas and platforms that are dominated by youth. This can be done by restricting advertisements and gambling based transactions.

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Hopefully in the future there will be a reduced amount of ads with regards to gambling. Also, having restriction put in place by the Government to lower the rate of gambling ads seen by children.

Write your first name here Henry

Your age 15

Your school Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20

acyp



Add your message, picture/drawings here

My hope for the future is that there will be tighter regulations on gambling, particularly in the advertisement industry, such that young people including myself can be less exposed to gambling as a whole. I especially hope that these advertisements will cease from appearing on music streaming services.

Write your first name here Joel

Your age

15

Your school

Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear ACYP,  
I am writing to you about the damaging effect that gambling has on the young people of Australia. I have noticed that gambling ads are becoming extremely prevalent in social media and I am concerned for the wellbeing of young people on the internet as they are influenced by these commercials.

Hopefully by alerting you to this issue you can help remove the increasing exposure of gambling to young people online.

Write your first name here Connor

Your age 16

Your school SLKOR



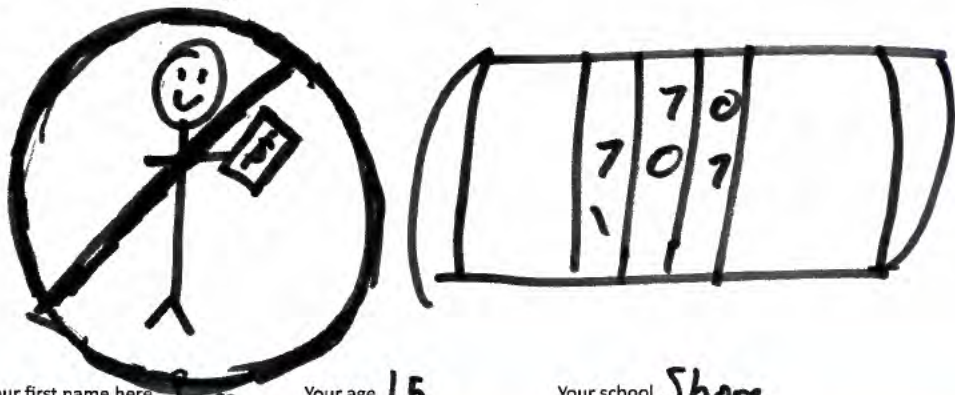
## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

My hope for the future is that becomes illegal to gamble with real money.



Write your first name here Sam

Your age 15

Your school Shore

## What are your hopes for the future?

MO 26-133 - Document 20

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear Sir/Ma'am  
I am writing to express my concern regarding the impact of gambling advertisements on young people. Gambling addiction is a growing problem that affects many people across the nation and I believe that more needs to be done to protect young people from the harmful effects of gambling. I would like to request that changes are made to protect young people. Specifically, tighter restrictions on gambling ads will help to protect young people.

P.T.O.

Write your first name here Tai

Your age 15

Your school Shore

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Good afternoon, we as a group feel that the advertisement of gambling games should be illegal.

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Dear ACYP,  
My hope in the future is to see less gambling advertisements and a reduction in the prevalence of gambling, especially sports betting, in young people. I think that young people nowadays are overwhelmed with gambling advertisements. We cannot even watch sport without seeing these advertisements. I hope politicians can pass laws to make these hopes reality.

Write your first name here Massimo

Your age 14

Your school Shore



## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe, one individual I know has a serious problem with gambling and due to this, has lost millions of dollars. My hopes for the future is that this problem is no longer porta-year ~~throughout~~ this individuals life and ends.

Kind regards

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

~~To be happy and healthy~~  
Dear Zoe  
Thank you for reaching out for help and advice. I wish you could see legislative change in ~~the~~ gambling advertising ads in social media platforms.  
Shenit Zhang 10/13

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

MO 26-133 - Document 20

acyp



Add your message, picture/drawings here

Good afternoon,  
gambling is a huge issue for young Australians because of the influence of advertisements in free to play games

Write your first name here

Your age

Your school

## What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like

acyp



Add your message, picture/drawings here

Dear Zoe  
My friend has a gambling addiction. only he is underage and not eligible to gamble. He has lost over \$100 from what I'm aware although it could be far more. My hopes for the future is that he gets help and there's more awareness to the issue.

Kind Regards

Write your first name here

Your age

Your school

Chen



# What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

betting ads: Spotify and sports

- Restrict the amount of ads that are able to be displayed — ~~by~~ Means that you are less likely to see the ads and if you do it will be a lot less frequent.

Write your first name here

Flynn

Your age

16

Your school

Shore

# What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

I hope to see that there becomes less ads about gambling and less teenagers using betting apps.

Write your first name here

George

Your age

16

Your school

Shore

# What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Hope for the future is that there will be more exposure of the subtle advertising ~~that~~ of gambling that targets underage people, and that it will be more regulated. I also hope gambling is less normalised in general, to prevent harmful addiction.

Lachlan Biddis LT2

Write your first name here

Your age

Your school

# What are your hopes for the future?

Create your response in the space below using words, drawings, pictures, or anything you like



Add your message, picture/drawings here

Hi Zoe,  
I think social media exposure to gambling is especially harmful for teens, as we all tend to use these online platforms often. Thank you!

Write your first name here

Elina

Your age

16

Your school

NSGT

**From:** Greg Wallace <s 47F @adstandards.com.au>  
**Sent:** Tuesday, 28 October 2025 11:02 AM  
**To:** s 22(1)(a)(ii)  
**Cc:** s 47F  
**Subject:** Fw: Notes and materials from Thursday 23 October  
**Attachments:** Introduction to Ad Standards for Office of the Hon Anika Wells MP Minister for Communications and Minister for Sport.pdf

Hi s 22(1)(a)(ii) in addition to the note further below, we also discussed last Thursday the 'Code of Ethics' - our major code. There is a periodic review in progress and open for industry and public consultation to ensure the Code of Ethics evolves and is always fit for purpose. The review is outlined on the link below.

[AANA Code of Ethics Review 2025 Discussion Paper.pdf](#)

Thanks, Greg

**Gregory Wallace**  
 Executive Director

E s 47F @adstandards.com.au  
 P s 47F

[adstandards.com.au](https://adstandards.com.au)



Follow us on [LinkedIn](#) or [subscribe](#) to get the latest news.

***We acknowledge the traditional custodians of country throughout Australia. We pay our respects to them, and to Elders past and present.***

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---

**From:** Greg Wallace  
**Sent:** Tuesday, 28 October 2025 9:21 AM  
**To:** s 22(1)(a)(ii) @mo.communications.gov.au>



Cc: s 47F

Subject: Notes and materials from Thursday 23 October

Hi s 22(1)(a)(ii) thanks again for the discussion last week and the opportunity to introduce Ad Standards and our role as the advertising self-regulator - 'the advertising watchdog' as we're often referred to! Attached for reference is a concise copy of the materials we shared at the meeting. Thank you also for the suggested contacts within respective Agencies.

We also mentioned a number of other jurisdictions are watching with interest the impending social media restrictions for Under 16's. The advertising regulators from Spain and Romania in particular advised their governments have drafted, are drafting or looking at further legislation in this space following Australia's lead.

Please feel free to contact us at any time re any fact checks, questions, issues or where perspectives are required. We may reach out in 3-6 months' time to update you, and we'll will also look to provide you with or brief you when we have community research findings of note.

Thanks, Greg

**Gregory Wallace**  
Executive Director

E s 47F @adstandards.com.au  
s 47F

[adstandards.com.au](http://adstandards.com.au)



Follow us on [LinkedIn](#) or [subscribe](#) to get the latest news.

***We acknowledge the traditional custodians of country throughout Australia. We pay our respects to them, and to Elders past and present.***

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# **Introduction to**

# **Ad Standards**



# **We are Australia's advertising regulator.**

We listen to community concerns, promote responsible advertising and administer Australia's advertising industry codes.



Australia's advertising self-regulatory system promotes responsible advertising, protects consumers and provides a way for Australians to have their say about advertising.

It is backed by industry and trusted by government.



### **INDUSTRY FUNDED**

Industry support the self-regulation system by paying a levy of 0.05% on advertising spend.



### **INDEPENDENT DECISION MAKING**

Ad Standards handles advertising complaints and ensures independent complaint resolution through an independent Community Panel.



### **VOLUNTARY COMPLIANCE**

Advertisers voluntarily comply with the rules and Community Panel decisions. Industry bodies and media owners also support compliance.
















### **THE CODES**

The advertising industry codes developed by the Australian Association of National Advertisers set the bar for responsible advertising, aligning with global best practices.



# AUSTRALIA'S SDVERTISING REGULATION ECO-SYSTEM

Australia's advertising regulation framework balances government oversight with self-regulation, ensuring advertising is legal, ethical, accurate, and socially responsible. Businesses must navigate multiple regulatory bodies depending on the medium and industry.

<b>Offensive &amp; harmful advertising</b> 	<b>Food &amp; Beverages advertising</b> 	<b>Environmental Claims</b> 	<b>Advertising to children</b> 	<b>Motor vehicles</b> 	<b>Gambling advertising</b> 	<b>Influencer advertising</b> 	<b>Alcohol advertising</b> 	<b>Misleading &amp; deceptive advertising</b> 	<b>Scams</b> 	<b>Spam &amp; direct marketing</b> 	<b>Financial services</b> 	<b>Medicines &amp; therapeutic goods</b> 	<b>Political &amp; election advertising</b> 
<b>Ad Standards</b>	<b>Ad Standards</b>	<b>Ad Standards</b>	<b>Ad Standards</b>	<b>Ad Standards</b>	<b>Ad Standards</b>	<b>Ad Standards</b>	<b>ABAC Scheme</b>	<b>ACCC</b>	<b>ACCC</b>	<b>ACMA</b>	<b>ASIC</b>	<b>TGA</b>	<b>AEC</b>
AANA Code of Ethics	AANA Food & Beverages Code	AANA Environmental Claims Code	AANA Advertising to Children Code	FCAI Code	AANA Wagering Code	AANA Code of Ethics	ABAC Responsible Alcohol Marketing Code	Australian Consumer Law	Australian Consumer Law	Spam Act Do Not Call Register	ASIC Act Australian Consumer Law	Therapeutic Goods Advertising Code	Commonwealth Electoral Act
					<b>ACMA</b> Interactive Gambling Act Broadcasting Services Act Free TV Code of Practice								<b>ACMA</b> Broadcasting Services Act



# Ad Standards accepts complaints from the public that raise issues under the advertising industry codes that apply to advertising in any medium

## AANA Code of Ethics



The AANA Code of Ethics is the flagship advertising industry code.

It requires all advertising on all mediums to align with prevailing community standards in relation to:

- Discrimination or vilification
- Exploitative or degrading sexual imagery
- Violence
- Sex, sexuality and nudity
- Language
- Health and safety
- Distinguishable advertising.

## AANA Food and Beverages Advertising Code



This code applies to all food and non-alcoholic beverage advertising.

### Summary of requirements:

- Must not mislead or deceive
- Must not undermine a healthy and active lifestyle
- Health and nutrient claims must be supported by evidence
- Advertising for occasional food and beverage products cannot target children.

## AANA Children's Advertising Code



This code applies to all advertising that targets children.

### Summary of requirements:

- Must not contravene prevailing community standards
- Must not mislead or deceive
- Must not employ sexual appeal or images that cause distress
- Must not undermine judgment of parents
- Must be clearly distinguishable as advertising.

## AANA Environmental Claims Code



This code applies to any environmental claims made in advertising.

### Summary of requirements:

- Truthful & factual
- Claims can be substantiated
- Clear and not vague
- Offer a genuine benefit to the environment.

## FCAI Voluntary Code of Practice for Motor Vehicle Advertising



This code applies to all motor vehicle advertising.

### Summary of requirements:

- Must not portray unsafe or illegal driving
- Must not portray deliberate or significant environmental damage
- Use of motor sports must be clearly identifiable
- Off-road driving must be safe and not encourage excessive speed.

## AANA Wagering Advertising Code



This code applies to all advertising for wagering services.

### Summary of requirements:

- Must not target minors or depict people aged under 25.
- Must not portray wagering in combination with alcohol consumption
- Must not state or imply a promise of winning
- Must not portray or encourage participation as a means of increasing sexual success, or relieving financial or personal difficulties
- Must not encourage peer pressure or excess participation.



## We accept complaints about all forms of advertising

Advertising is any advertising, marketing communication or material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer,

- over which the advertiser or marketer has a reasonable degree of control, and
- that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct.

### WHAT WE COVER

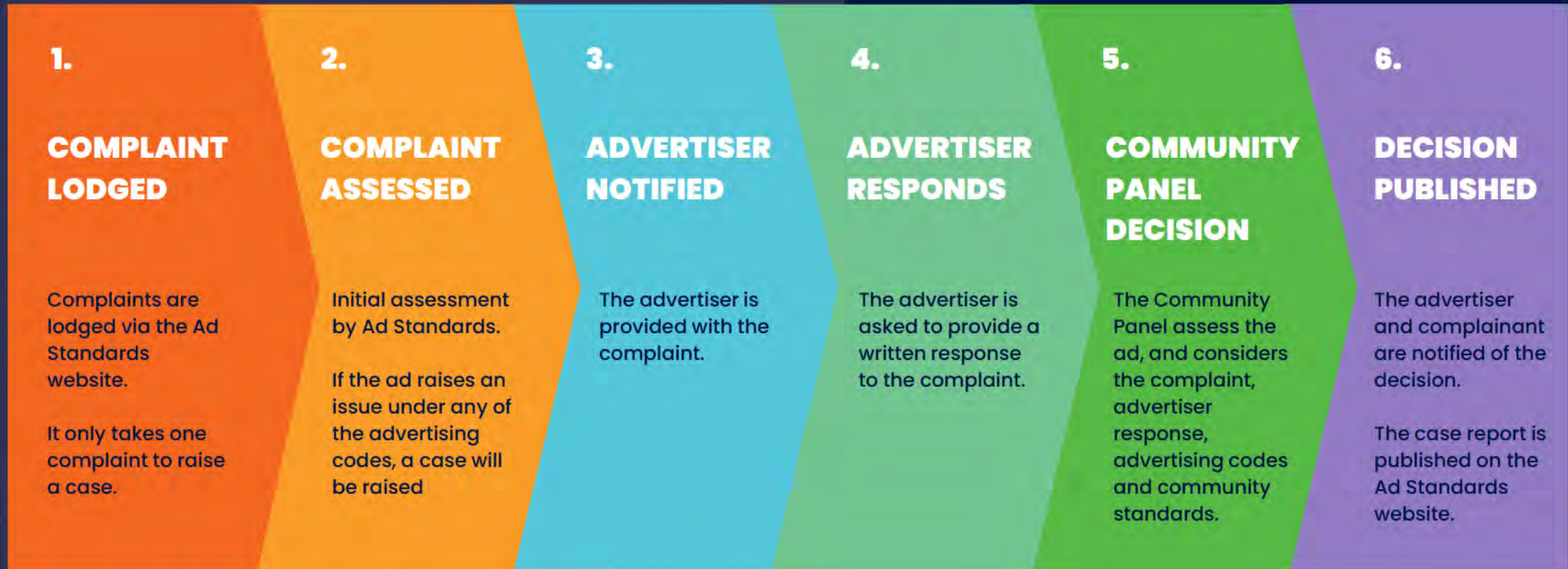
- TV and radio ads
- Print ads
- Social media and online ads
- Billboards and posters (inc. shopfronts)
- Cinema ads
- Claims on companies' own websites
- User-generated content where the advertiser has some degree of control
- Advertorials and sponsorship
- Commercial emails, direct mail, brochures and point of sale material
- Other marketing or public relations material

### WHAT WE DON'T COVER

- Product packaging or labels
- Corporate reports, media releases or statements
- User-generated content where the advertiser has no degree of control
- Ads for TV/radio programs on the same channel or station



## Ad Standards complaints process is fast, fair and transparent.



### INDEPENDENT REVIEW

Ad Standards offers an independent review process which provides complainants and advertisers with an option to challenge decisions made by the Community Panel. There are specific grounds that need to be met to request an independent review.



Decisions about ads are made by a Community Panel – an independent body of community members that have no affiliation with the advertising industry.



### WHO THEY ARE

- Representative of the Australian community
- Independent of industry
- Appointed through an open recruitment process

### WHAT THEY DO

- Impartial decision-makers
- Adjudicate on complaints
- Assess advertising against the codes and prevailing community standards
- Aim to maintain consistency in decisions

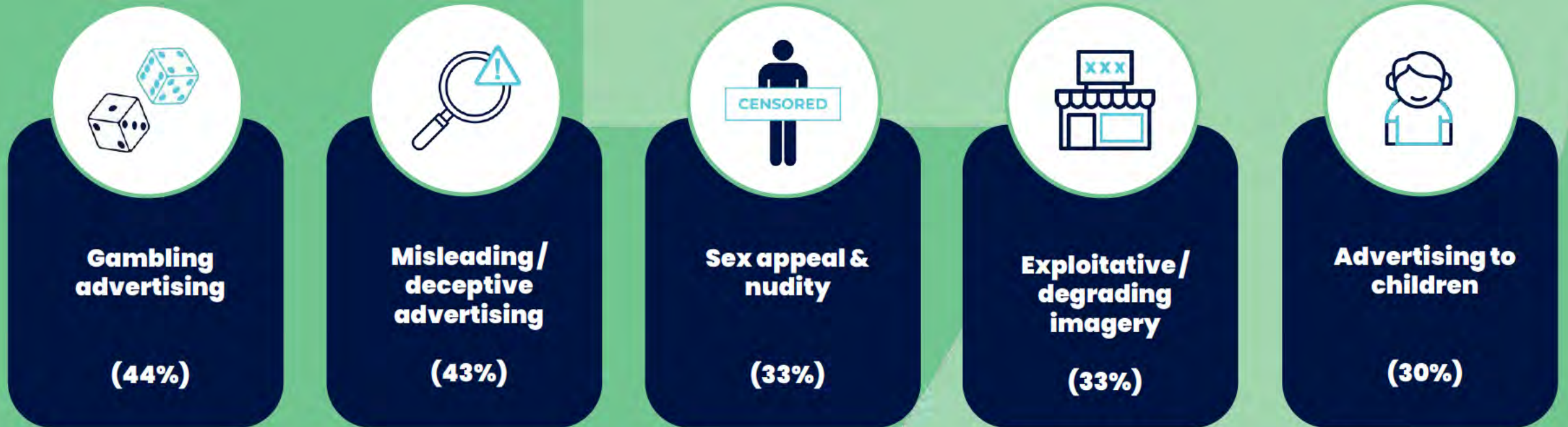


We commission regular research to understand broad community attitudes and sentiment towards advertising. Our 2024 research found ...

**75%** of Australians believe  
ads should reflect  
community standards

**90%** believe the role of  
Ad Standards  
is important

### TOP 5 AREAS OF COMMUNITY CONCERN



Source: Ad Standards, 'Community Perceptions Research 2024'.





# Appendices

**In 2024 ...**

**4,182**

**Complaints received about  
1000+ different ads**

**63% within our scope**

**37% outside the scope of the  
advertising codes we enforce**

**TOP 3 BY ISSUE**

**30%**

**Sex, sexuality  
and nudity**

**15%**

**Violence**

**15%**

**Health and  
safety**

**In 2024 ...**

**349**

ads were flagged for Community  
Panel assessment

**299**

ads assessed by the  
Community Panel

**50**

ads were modified or  
removed prior to Community  
Panel assessment



**88**

Ads were found in  
breach



**211**

ads were found not in  
breach