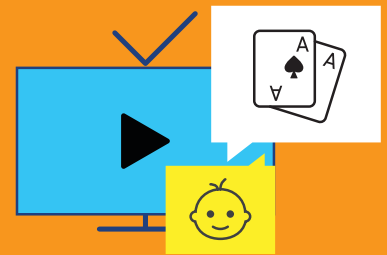


# GAMBLING ADVERTISING

May 2017

The Turnbull Government will introduce further restrictions on gambling advertising during live sports programs during children's hours on commercial and subscription television (including SBS), commercial radio and online platforms. Our changes will establish a clear safe-zone during which parents can have confidence that their children will not be exposed to gambling advertisements.



## Why is the Government proposing this change?

The Government acknowledges community concern that regular exposure to gambling advertisements during live sport could normalise gambling in the eyes of children. There is community support for reducing gambling advertising as existing rules are not meeting community expectations about appropriate safeguards.

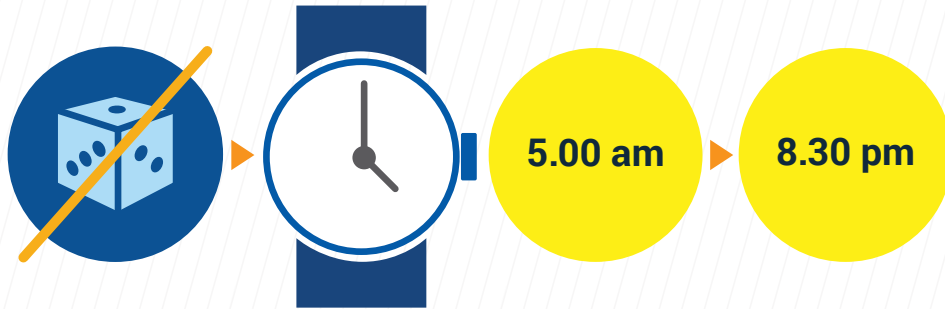
## What are the proposed changes?

The Government intends to give effect to further restrictions on gambling advertisements during live sports programs shown before 8.30pm on commercial television, commercial radio, subscription television, the Special Broadcasting Service (SBS) and online platforms. Gambling advertisements will not be able to be shown from five minutes before a live sports event commences, during the event and for five minutes after the event has concluded. The restrictions will apply between 5.00am and 8.30pm.

After 8:30pm the existing rules will apply which allow advertisements in scheduled breaks in play (for example, half time) or in unscheduled breaks (for example, where play is delayed due to weather). Consistent with current rules gambling advertisements will not be permitted after 8:30 pm during play, including injury delays or after a goal is scored. The current prohibition on promotion of live odds will remain, as will existing exemptions for racing and the advertising of lotteries.

The restrictions on online platforms will be targeted at programs aimed at an Australian audience.





## Why not remove the advertising entirely?

It is important to recognise that gambling advertising promotes a lawful service for adults and is a significant source of revenue for media services. Advertising revenue is crucial for free-to-air broadcasters to be able to broadcast sporting events for free to Australians. Completely removing this revenue stream would severely impact the bottom line of some media services and may affect their ongoing viability.

## When will these changes happen?

Government will consult with industry stakeholders in the coming weeks to discuss the changes and how they can best be implemented. For platforms with well-established broadcasting Codes of Practice (Commercial Television, Subscription Television and Commercial Radio) the Government expects industry to make the required changes voluntarily through a normal amendment process with the ACMA that is expected to be concluded in time for commencement in March 2018. With respect to online platforms, the Government will consult further with industry on the best implementation option and seek to give effect to it as soon as practicable.