



# RESTRICTING SPORTS BETTING ADS PROTECTING KIDS, PROTECTING SPORT

*The Greens plan to end the barrage of gambling ads during sport*

Sport is a big part of Australian life, but thanks to the rise of the sports betting companies, professional sport is now saturated with gambling ads. The Greens care about sport and want it to be about the competition on the field – not about the odds.

Australians love sport. Sport has a central place in our culture. Watching and playing sport is a great way for families and communities to come together. But there is an ever-growing nexus between sport and gambling including advertising, sponsorship and broadcast tie-ins that mean it's now impossible to watch a major sporting event without being urged to bet.

## > ENDING THE AD BARRAGE

In order to return sport to the family-friendly activity it ought to be, the Greens will:

- **Ban ads for gambling services in children's viewing hours before 9pm** including during sports broadcasts.
- **Ban the advertising of live odds** at any time to weaken the constant inducements to gamble.
- **Prohibit cash-for-comment** where sports commentators integrate promotion of betting companies into sports programs such as the footy show.
- **A ban on sponsorship of sporting teams by gambling companies** to limit the exposure of gambling brands to young kids.

## > THE SPORT-GAMBLING CONNECTION

In recent years, the connection between sports and sports betting has been growing at an accelerating rate. Online betting is rising, with up to \$1.6 billion lost online every year including sports betting.<sup>i</sup> There's big money in sports betting, and the betting companies have moved in on professional sports. Between the saturation advertising, billboards at the ground and constant references to betting during sporting commentary, it's almost impossible to enjoy a game of football without being encouraged to gamble.

Gambling is part of Australian culture and many Australians enjoy a punt. But gambling has a dangerous side. Problem gambling destroys lives and is on the rise. By normalising gambling behaviour, and associating it forever with sport, we may be turning our kids into the problem gamblers of the future. Research already shows that most kids are able to identify several sports betting companies – just from watching the footy.<sup>ii</sup> Young men in particular are being trained to believe gambling is a skill and are primed, often through peer pressure, to start their gambling careers early.<sup>iii</sup>

The growing nexus between sport and gambling has gone as far as including a bookmaker as part of the commentary team of a televised rugby game. When a bookie is signing autographs for kids at a game of footy, things have gone too far.

## > CLEANING UP SPONSORSHIP

Kids also see Gambling logos every time they look at some of their favourite athletes – plastered right there on the guernsey. This makes the highly visible gambling message all the more appealing to young fans. At the same time, visitors to any major sporting stadium may be constantly exposed to sports betting ads during at the ground the whole game. In the past, we have even see clubs team up with betting companies to launch club-themed gambling web sites.

By ending team sponsorship by sports betting companies, we can reduce exposure to gambling messages only to those places where it is transparent and accompanied by a responsible gambling message.

## > RESTORING THE INTEGRITY TO SPORT

The Greens care about sport. During the last term of Parliament the Greens initiated several inquiries into sport, including sports gambling and the regulation of sports science. When it comes to gambling, both the experts and public agree things have gone too far.



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We have to stem the tide of sports betting before a trip to the footy is like a day at the races. Sport should be about community and healthy competition, not an interactive gambling experience.

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<sup>i</sup> Review of the Interactive Gambling Act 2001 (2012)

<sup>ii</sup> Parliamentary Joint Select Committee on Gambling Reform: The advertising and promotion of gambling services in sport report 2013

<sup>iii</sup> JSCOGR report