



Gambling online advertising.

Sent to **The Prime Minister and Minister for Communications on 28 June 2024**

The Women's Christian Temperance Union (WCTU) of Australia expressed their gratitude for the inquiry into online gambling harm in December 2023. The inquiry recommended a phased ban on gambling advertising within three years, citing the concerning issue of advertising grooming children into potential gamblers and the transformation of sports betting through on-demand betting apps on mobile devices.

Urgent gambling advertising reform was emphasised, along with the urging for a confirmed timeline for implementing a sports gambling ad ban without delay. A year ago, Peta Murphy presented a report with 31 recommendations, one of which was the implementation of a full ad ban over three years. You don't need a perfectly crafted solution to all 31 recommendations.

It's crucial to note that the WCTU is not advocating for a ban on sports gambling itself, but solely on the ads. They urge the adoption of a model similar to tobacco advertising, which has successfully kept our screens free of ads for a legal but dangerous adult product. This is to protect children from exposure to gambling ads and to prevent the association of gambling with sports. The WCTU believes that implementing a ban on sports gambling ads would show Australia's commitment to safeguarding its citizens from the harmful effects of gambling.

Let us stand up to a gambling industry taking billions in profits, returning only harm.