

gambling advertising reforms at a glance

Interactive Gambling Act 2001 (as amended by the Interactive Gambling Amendment (Gambling Reform) Act 2026)

Amendments commence: 1 January 2027 (except venue/uniform signage and notable person contracts entered into before 1 Jan 2027 – see below).

Interactive Gambling Amendment (Gambling Reform) Act 2026

Broadcaster restrictions	Broadcast online simulcasts	Online content (including non-simulcast BVOD)	Content, venues and uniforms	Social media	Exceptions	Opt out Register
TV daytime frequency cap (5am to 8.30pm) - Cap of 3 ads during any 60 minute period. - This applies in addition to the live sport restrictions. Radio school drop off - No gambling advertising on school days 8-9am and 3-4pm. During live sport 5am to 8.30pm: No wagering advertising during live coverage of sporting events, including 15 mins	Alternate paths Television and radio online simulcasts can elect to be covered by the broadcast rules <u>or</u> the online content rules. What is a simulcast? An online simulcast must have identical program content (excluding advertising	At all times Ban on online wagering advertising unless services take reasonable steps to ensure the 'triple lock': - under 18s cannot access or receive the ads; - users have a registered account (i.e. logged in); - users may choose to opt out of receiving the ads. N.B: the opt out must be prominent and easily accessible. During live sport 5am to 8.30pm: No wagering advertising	Children - No wagering advertising on content directed towards children on broadcast, BVOD and SVOD from 5am to 8.30pm. - No wagering advertising in G, C or P classified programs between 6am-8.30am and 4pm-7pm. Uniforms and sporting venues - No wagering advertising on players' /officials' uniforms or at sporting venues. This prohibition applies from 31 December 2031. Notable people - Athletes, celebrities, influencers cannot take	Inducements Wagering service providers must not offer inducements to certain customers via social media (those at risk of gambling harm, previously registered customers and new account holders).	Journalism News, documentary and current affairs content that includes wagering advertising content is permitted if no benefit is received from the wagering service provider (and the public interest outweighs any adverse effect). Racing Programs, channels and online services	ACMA register ACMA will operate a Wagering Advertising Opt Out Register which allows people to opt out of all online gambling advertising. ACMA Rules It is not clear how the opt out will work in practice – ACMA will make 'Opt-out Register rules' with further detail.

before and 5 minutes after the event. The prohibition includes breaks in play. • 8.30pm to 5am: No wagering advertising during live coverage of sporting events (whistle to whistle). Advertising is permitted during breaks in play.	content) and be shown at the same time as the broadcast.	during live coverage of sporting events, including 15 mins before and 5 minutes after the event. The prohibition includes breaks. • 8.30pm to 5am: No wagering advertising during live coverage of sporting events (whistle to whistle). Advertising is permitted during breaks in play.	part in wagering ads on any platform (except dedicated racing). • The notable people ban only applies to arrangements <u>entered into</u> from 1 January 2027.		dedicated to racing and wagering are exempt.	
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