

Background Briefing Paper: *Making State-Owned Venues Gambling Advertising & Sponsorship Free Zones*

Meg Webb MLC | December 2025

Purpose and intent of the motion:

- ✓ The tabled motion (see pg 4) seeks to address growing community concern over the pervasive extent of and ‘normalising’ of gambling within sport and recreational activities by requiring all Tasmanian state-owned or state-funded venues to become gambling advertising and sponsorship-free zones, within one year.
- ✓ This would ensure that such Tasmanian venues will not display gambling advertising or sponsorship, and will also require players’ uniforms to be free of gambling advertising or logos.
- ✓ Banning gambling advertising and sponsorship within Tasmanian owned or funded venues, is consistent with current State government public health policy to treat gambling addiction as a public health issue ¹ – just as tobacco advertising and sponsorship was banned on public health grounds.
- ✓ The motion also requires a six month progress report to be tabled in the State Parliament to provide an update on the implementation of the gambling advertising and sponsorship ban.

Community Concerns Over Gambling Advertising in Sport

Australia has the highest gambling losses in the world. ²

Australians collectively lose \$32 billion on legal forms of gambling annually - the largest per capita losses of any country in the world.³

Nearly two in three (65%) Australian adults gambled at least once in the last year, and more than one in seven (15%) experienced gambling-related harms – an increase of 8 and 4 percentage points respectively since 2019. Nearly one in three adults (32%) gamble at least monthly.⁴

Tasmania is not immune, with annual poker machine losses alone now exceeding \$190 million.

With an ever-expanding range of gambling products available, particularly online, there has also been a correlating increase in gambling advertising. This advertising barrage is creating a situation of excessive exposure to gambling for many within the community who can least afford it.

A recent Australian Gambling Research Centre report found⁵ :

- a high-level of concern from Australian adults, as 69% believe that sport and race betting advertising is ‘*too common*’ and makes sport ‘*less family-friendly*’ (60%).
- More than half of Australians (52%) believe that betting advertising ‘*normalises gambling among children*’, or makes ‘*betting seem like a normal part of sport*’ (69%), while the report also found a link between exposure to wagering advertising and riskier betting behaviour.

These findings were reiterated by the Grattan Institute report *A Better Bet: How Australia should prevent gambling harm* (2024) which found gambling advertising is particularly prominent around sport. As well as direct broadcast advertising, betting companies sponsor stadiums and teams, which ensures their logos and branding are visible throughout the game.

¹ Tasmanian Government, *Gambling Support Program Strategic Framework 2019-2023*

² Grattan Institute, *A Better Bet: How Australia should prevent gambling harm*, 2024.

³ Australian Gambling Research Centre (AGRC), *National Gambling Prevalence Study Pilot* study, released Sept 2025.

⁴ Ibid.

⁵ AGRC, [Gambling participation, experience of harm and community views](#), March 2023.

Impact upon Children and Young People

Gambling and betting advertising on-site and on sport's teams uniforms, or player and celebrity endorsements is saturating the live sport experience of many young people, their families and friends.

- The Grattan Institute Report (2024) found, *“The pervasiveness of gambling in Australian society normalises it for young people and makes it harder for people suffering gambling harm to break the cycle”* and that *“Gambling advertising exposes large numbers of Australians, including children, to a dangerous product, and increases losses, with little corresponding economic or social benefit”*⁶

Gambling normalisation starts young, and sport betting advertising is a major culprit.

- According to the Australian Gambling Research Centre (AGRC), *“Young people (aged 18–34 years) are significantly impacted, as one in five young women (19%) and one in seven young men (15%) started betting for the first time after seeing or hearing an ad on TV. Among individuals who were at risk of gambling harm, 41% reported trying a new form of betting, and 40% bet on impulse, as a result of seeing or hearing wagering advertising.”*⁷

“The alignment of gambling with sport also influences how children and young people conceptualise engaging with gambling. For example, young people believed that gambling on sport would make people more invested in the game and more committed or loyal sports fans.” (Pitt et al, Deakin University 2024)

“Young people have reported that when current athletes have the brand of a gambling company on their jersey, they are legitimising the [gambling] company. They also perceive that if the athlete is happy to wear the brand, then they must support the [gambling] company.” (Pitt et al, Deakin University 2024)

You win some, you lose more: Online gambling and its impacts on those experiencing gambling harm

In June 2023, the Federal Parliament's House of Representatives Standing Committee on Social Policy and Legal Affairs released its multi-party supported ***You win some, you lose more: Online gambling and its impacts on those experiencing gambling harm*** report – chaired by Peta Murphy MP.

- Although the Federal Albanese Labor government has accepted all 31 of the report's recommendations, implementation is yet to occur.
- The Murphy report also warns: *“Gambling advertising is grooming children and young people to gamble and encourages riskier behaviour.”*

The Report's Recommendation No. 26 states:

Phase Two: prohibition of all online gambling advertising and commentary on odds, during and an hour either side of a sports broadcast. Prohibition on all in-stadia advertising, including logos on players' uniforms.

⁶ Grattan Institute, *A Better Bet: How Australia should prevent gambling harm*, 2024.

⁷ AGRC, [Gambling participation, experience of harm and community views](#), March 2023.

Making Tasmanian Sporting Events Gambling Ad Free Zones

Although it is beyond Tasmania's jurisdiction to restrict broadcasting and online advertising, the state can impose imitations upon the advertising, promotional and sponsorship materials displayed at state-owned or funded venues.

While we wait for the Federal government to act, Tasmania can take action now to provide families, young people and children the capacity to enjoy live sporting and other events free of all gambling advertising and sponsorship.

Stadiums Tasmania is a statutory authority with responsibility for:

- ▶ UTAS Stadium (AFL, Cricket, National Sport, Concerts)
- ▶ Silverdome (Netball, Basketball, Cycling, Concerts)
- ▶ MyState Bank Arena (Netball, basketball, Internationals, Business/Corporate Events, Concerts)
- ▶ Ninja Stadium (AFL, Cricket)
- ▶ Macquarie Point Multipurpose Stadium (potential future)

The proposed ban would ensure people could enjoy sporting and other events at these venues without on-site gaming ads or promotional material on uniforms.

The ban would apply to all other state-owned venues and funded venues, ie racetracks.

Other State's Efforts to 'Disrupt' the Sport & Betting Norm

Other Australian jurisdictions are also seeking to *disrupt the social norm that betting and sport go together*.

However, these are via voluntary undertakings by sporting codes and team to commit to not accept gambling sponsorship or advertising at club grounds.

- **NSW:** Reclaim the Game (which spans six codes: AFL, A-League, Cricket, NBL, Netball and NRL):

<https://www.gambleaware.nsw.gov.au/resources-and-education/awareness-campaigns/reclaim-the-game>

- **South Australia:** Here for the Game <https://hereforthegame.com.au/community-clubs>

- **Victoria:** Love the Game/Not the Odds : <https://lovethgame.vic.gov.au/>

Such voluntary schemes are no replacement for uniform and consistent public policy. Tasmania could lead the nation by declaring all state owned and funded venues to be gambling advertising and sponsorship free zones.

Further Information:

- Australian Gambling Research Centre (AGRC), [National Gambling Prevalence Study Pilot](#) study, released Sept 2025.
- Australian Gambling Research Centre (AGRC), [Gambling participation, experience of harm and community views](#), March 2023.
- Grattan Institute, [A Better Bet: How Australia should prevent gambling harm](#), 2024
- Parliament of Australia, [You win some, you lose more: Online gambling and its impacts on those experiencing gambling harm](#), House of Representatives Standing Committee on Social Policy and Legal Affairs, June 2023.
- Pitt, H., McCarthy S., and Thomas S., ["The impact of marketing on the normalisation of gambling and sport for children and young people"](#), *Research in the Sociology of Sport* Vol 18, Deakin University, 2024.
- Tasmanian Government, [Gambling Support Program Strategy Framework 2019-2023](#)

**TASMANIA
LEGISLATIVE COUNCIL**

SESSION 2025

NOTICE OF MOTION

4 November 2025

I (**Ms Webb**) give Notice that tomorrow I shall move —

That the Council —

- (1) Notes that gambling harm in Tasmania remains significant, with annual poker machine losses alone exceeding \$190 million, and growing evidence linking exposure to gambling advertising with risky gambling behaviour and the grooming of children into gambling;
- (2) Further notes the findings and recommendations of the Commonwealth House of Representatives Standing Committee on Social Policy and Legal Affairs in its 2023 report *You Win Some, You Lose More – Inquiry into Online Gambling and Its Impacts on Those Experiencing Gambling Harm*, particularly Recommendation 26, which calls for the Australian Government, with the cooperation of the states and territories, to implement a comprehensive ban on all forms of gambling advertising, including a “prohibition on all in-stadia advertising and logos on players’ uniforms.”;
- (3) Recognises that governments have a clear public health responsibility to avoid promoting activities known to cause harm — just as occurred when tobacco advertising and sponsorship were banned to protect community wellbeing;
- (4) Affirms that publicly owned venues should model this standard by prohibiting gambling advertising and sponsorship that normalise or glamorise wagering;
- (5) Calls on the Government to:
 - (a) introduce, within one year of this resolution, a complete ban on gambling advertising and sponsorship at all state-owned or state-funded venues, including the proposed Macquarie Point Stadium, and on players’ uniforms; and
 - (b) table a progress report within six months of this resolution on the implementation of the removal of gambling advertising from existing venues.