

## **Limitation of Gambling Advertising Bill 2023**

A Bill for an act to establish limitations on gambling advertising in Victoria through the establishment of the Gambling Advertising Board (GAB), which shall address the problematic nature of gambling by Victorians. By setting limitations, all forms of gambling advertising shall be banned. This shall decrease gambling content being exposed to the public eye and help to reduce financial, mental, and emotional strains caused by gambling addiction.

This Bill was created to address the increasing impact of gambling related issues across the state. This Bill shall lead to the creation of the GAB who shall decide upon the best ways to limit and/or cease the presentation and frequency of gambling advertising. It shall achieve this by instituting a strict ban on gambling advertising except in approved forms and locations, rolled out via a six-month transitional period.

A Bill for an Act relating to the Limitation of Gambling Advertising.  
To be enacted by the Y's Victorian Youth Parliament.

## **PART I—Preliminary**

### **Clause 1 Purpose**

The main purposes of this Act are;

- (a) To reduce the effects of gambling addiction on communities;
- (b) To reduce the impact of gambling related problems such as financial and mental health challenges;
- (c) To reduce the frequency of new gamblers;
- (d) To assist in the rehabilitation of long-term gamblers.

### **Clause 2 Commencement**

This Bill shall commence upon receiving assent from the Youth Governor of Victoria.

### **Clause 3 Definitions**

In this Bill;

- (a) **Broadcasters** means the companies which facilitate the dissemination of advertising material and those who transmit programs via television or radio;
- (b) **Gambling advertisers** means organisations whose business involves the production or distribution of gambling advertising via physical and digital mediums;
- (c) **Gambling advertising** means the material designed to promote gambling by casinos, lotteries, publishers, or any other organisations that provide the opportunity for gambling or betting of any sort;

- (d) **GAB** means Gambling Advertising Body;
- (e) **Gambling venues** means any location in which gambling is conducted, such as casinos, bars, and sporting venues;
- (f) **VGCCC** means the Victorian Gambling and Casino Control Commission.

## **PART II—Establishment**

### **Clause 4 Establishment of the Gambling Advertising Board**

- 4.1 The Gambling Advertising Board (GAB) shall be established.
- 4.2 The responsibilities of the GAB shall include, but not be limited to, overseeing;
  - (a) The stopping of gambling advertisements during the day;
  - (b) The issuing of venue exemptions;
  - (c) The issuing of penalties;
  - (d) Collaboration with the Victorian Gambling and Casino Control Commission (VGCCC).

### **Clause 5 Regulation of Gambling Advertising**

- 5.1 All current gambling advertisements shall be ceased for a six-month period.
- 5.2 After this period, gambling advertisers shall be constrained to the following regulations;
  - (a) Gambling advertisements shall not be issued by broadcasters between the hours of 5:00am – 10:00pm AEST;
  - (b) Broadcasters shall be limited to a maximum of one gambling related advert per break in scheduled broadcasting;
    - (i) This shall be between the hours of 10:00pm and 5:00am AEST;
    - (ii) This shall result in a maximum gambling advertising consumption of 0.5% of screen time outside of mandated gambling advertisement free periods.
  - (c) Gambling pop-up ads shall be ceased on all online platforms indefinitely;

- (d) Online streaming platforms shall also adhere to one gambling related advert per break.

**Clause 6    Venue Exemptions**

- 6.1 The board shall issue venue exemptions;
  - (a) All gambling advertising shall strictly be present inside the enclosed walls of the venue.
- 6.2 Exemptions shall be reviewed based on an application process.
- 6.3 Venue exemptions are to be reviewed by the board every twelve months.
- 6.4 Gambling advertising material within exempt venues shall only be visible to venue patrons.

**Clause 7    Penalties**

- 7.1 If a gambling advertiser breaches regulations, the GAB shall issue a fine.
- 7.2 Each fine shall include the following;
  - (a) Forfeit of 35% of the venue's monthly revenue;
  - (b) A two-week complete shutdown of the venue and venue operations;
  - (c) Exempt venues shall forfeit their exemption status.

**Clause 8    Review process**

- 8.1 The GAB shall collaborate with the VGCCC.
- 8.2 The GAB and VGCCC shall partake in an annual review process.
- 8.3 The review process shall include;
  - (a) Review of exempt venues;
  - (b) New exemption applications;
  - (c) Penalties issued over the previous twelve-month period.

**Sponsor: Buloke-Loddon**  
**Refuter: Wyndham City Council**

(d) Audit of the number of gambling advertisements in the previous twelve-month period.