

Title of Resolution: Restrictions on Sports Betting Companies advertising.

Wording of Resolution:

VIEW Clubs of Australia urge the Federal Governments to impose tighter restrictions on Sports Betting companies as to where & when they can advertise their products and that all advertisements contain information about the problems of gambling addiction, as done with cigarette smoking.

Rationale:

- Problem gambling is a public health issue and should be treated as such.
- In Australia, \$1.6 Billion dollars a year is spent on online sports betting.
- Sports Betting companies spend \$200 million per year on advertising. This puts them in amongst the largest advertising sectors in Australia.
- The average problem gambler loses \$21,000 per year.
- Australia is the leading country in the world when it comes to gambling.
- The recent phenomenon of Sports betting by using an App on a mobile phone, has made it more enticing and so much easier to gamble. It is always there, somewhere there is an option to bet
- The problem becomes even worse, when an online betting company offers them many thousands of dollars of 'free' betting money to lure a problem gambler to continue betting.

Arguments for the resolution:

- ABC Radio National: Podcast "Big Business of Online Sports betting" aired **23/09/22**
<https://www.abc.net.au/radionational/programs/themoney/online-sports-betting/14056178>

Young People – 18 – 24 years old:

- Research has shown that this is a fast-growing cohort and that 11% of males between the ages of 18 – 24 years use a sports betting App.
- The faux sociability portrayed in the advertising is aimed to encourage young adults to bet as a group of friends. It is depicted as a wholesome and fun pastime.
- The betting as a group of friends, may later lead to problem gambling.

Problem Gamblers:

- Online sports betting is available 7 days per week 24 hours per day. This allows immediate access to place a bet.
- Money is transferred immediately by credit card to the gamblers account.
- The App makes it so easy to place a bet. Shown clearly are all the betting options. It's just a click and the bet is placed.
- The practise of placing a multi-bet, encourages another bet if the gambler gets a majority of the four horses in the winning result. They see themselves as being nearly successful that time, so I'll get it right this time.
- There is no compulsion on gambler to set limits on how much money they are going to spend placing bets. This is an option in or out.

Gambling Effect on Children:

- Children of problem gamblers can suffer from poverty, domestic violence, and shame:
- Research has shown that young people (8–10-year old's) have a high recall of Sports betting advertisements and their appeal strategies i.e., they are able to recall the jingles, colours associated with different brands, content and where they saw the advertisement etc.
- They perceive if a well-known celebrity is advertising the product, it must have credibility.

- The ads seek to demonstrate how easy it is to place a bet and then another straight afterwards. The children in their naivety do not see how dangerous this is.
- Advertisements appear on social media. A child may be watching something on social media and an advertisement for sports betting may appear alongside what they are watching.

Arguments against the resolution:

- The government receives a large amount of taxes from these companies and would be reluctant to forgo this line of revenue.
- People should be responsible for their own actions and commitments.
- Companies should be free to operate as they see fit.