

Gambling Advertising Reform

2 April 2026

The Albanese Government has announced a package of reforms to restrict gambling advertising and reduce exposure to gambling harm, with the primary focus to protect children and young people.

The measures include:

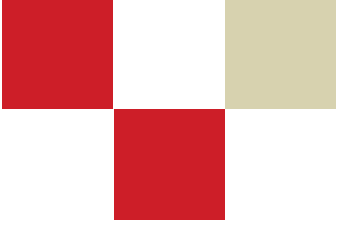
- a cap of three betting advertisements per hour on television between 6:00am and 8:30pm
- a ban on radio gambling advertising during school drop-off and pick-up periods
- a prohibition on commentary integrated with odds, removal of gambling branding from sports guernseys and stadiums
- a requirement that online gambling advertising only be exposed to verified users aged over 18 with opt-out capability.

Alongside advertising restrictions, the government announced measures targeting online gambling products and operators. Online Keno-style products will be banned, along with harmful and emerging online lottery products. Enforcement against illegal offshore gambling providers will be strengthened, and match-fixing criminal offences will be standardised across all Australian jurisdictions to improve sporting integrity and reduce vulnerability to criminal activity.

The government also committed to a series of support and awareness measures to complement the regulatory reforms. These include continued development of BetStop, the National Self-Exclusion Register, following its recent statutory review, expanded financial counselling services for those affected by gambling harm, and increased public awareness activity focused on online gambling risks. Legislation to implement the full package of reforms will be developed with measures scheduled to take effect from 1 January 2027.

Further Information

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