



## Unwanted Noise – Gambling Advertising on SBS

June 2022

*“I like footy gambling, if I saw there were great odds just before the game, if I did have an online account, it would probably make me wanna put a bet on right there and then, knowing the odds, straight away.”*

A person being harmed by gambling, in Sproston, K, Hanley, C, Brook, K, Hing, N & Gainsbury, S (2015), *Marketing of sports betting and racing*. Gambling Research Australia, p. 121

Gambling advertising seeks to maximise profits for gambling corporations on the losses of people who too frequently cannot afford it. The advertising also harms children, creating an association between sports and gambling. Children aged 13 or younger will never have seen an AFL game without gambling advertising.

The gambling industry tripled its spending on advertising between 2011 and 2020, from \$89.7 million to \$271.3 million.

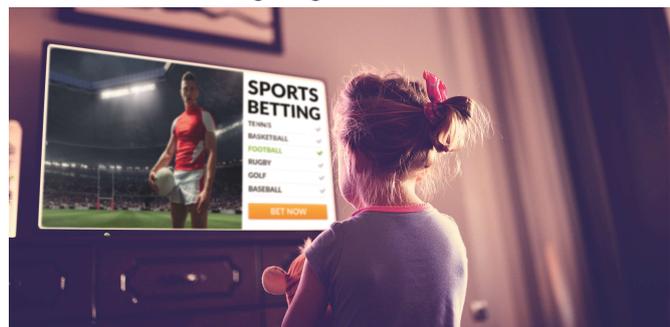
SBS has played an essential role in community TV for more than 40 years. So it is bizarre that SBS continues to air gambling advertisements on its service. They have strayed from their founding values of contributing to a cohesive society. We need to urge them to get back on track.

Research has found:

- Over 90% of children can recall having seen a sports betting advertisement.
- Many children have a very detailed recall of the content of betting advertisements – including brand names, plot lines, and ‘deals’.
- Three-quarters of children aged 8 to 16 think betting on sport is normal and can name one or more sports betting companies because of all the sports gambling advertising they have been exposed to.
- Research from 2019 found that Victorian teenagers most frequently were exposed to gambling advertising through advertisements on television, with 73% seeing such advertisements in the previous month. The next most common source of gambling advertisements was social media, with 38% seeing advertisements that way.
- 6% of children aged 12 to 17 have gambled online. Starting to gamble as a child increases the risk of being harmed due to gambling as an adult.

The harms caused by gambling include:

- Suicides;
- Relationship breakdown;
- Bankruptcy;
- Lowered productivity and job loss;
- Depression and anxiety; and
- Crime (especially fraud).



For every person harmed by gambling, the lives of several people will be impacted, including dependent children, spouses, anyone in their care, employers and work colleagues.

Throughout the Biblical text, including the Gospels, it is clear that God does not want people to exploit others for their benefit. Yet, SBS is happy to benefit from the harm their screening of gambling advertisements causes.



In 2017, Save Our SBS conducted a nationwide survey of SBS viewers. The survey found that 91% of viewers wanted an end to gambling advertising on SBS. SBS is aware that many of its audience hates the gambling advertising they screen. Therefore, SBS management have responded with a section on their website entitled 'Why does SBS screen gambling advertisements?' However, the section on their website does not explain why SBS screens gambling advertisements. Instead, it states that SBS does not act illegally by screening gambling advertising.

Even gambling corporation Tabcorp has stated there is too much gambling advertising.

We've banned harmful advertising before. Advertisements for cigarettes were pulled out of sports for the same reasons we need to remove gambling ads. The advertising normalises a product that causes enormous damage to people's lives. Getting SBS to stop screening gambling advertisements will set a precedent of a major media outlet not willing to make money off the back of the harm caused by gambling advertising.

**What you can do:**

Write polite messages to the SBS complaints section on their website, which can be found by clicking on the "How to contact SBS" button on their website <https://www.sbs.com.au/>

Alternatively, you can write a letter to the SBS chair:

George Savvides AM  
Chair, SBS Board  
SBS  
Locked Bag 028  
Crows Nest, NSW 1585

Points to make in your letter:

- Express deep concern that SBS is willing to make money off the harm caused by gambling advertising.
- Express concern that screening gambling advertising does not fit with SBS's value of contributing to a cohesive society.
- Ask that they cease all gambling advertising on SBS.

You can also take action at:

[https://www.endgamblingads.org.au/get\\_gambling\\_off\\_sbs](https://www.endgamblingads.org.au/get_gambling_off_sbs)

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