



Australian Government

Department of Communications and the Arts

Mr Wayne Poels
Deputy Executive Director
Office of Best Practice Regulation
Department of Prime Minister and Cabinet
1 National Circuit
BARTON ACT 2600

OBPR ID: 21986

Dear Mr Poels

Gambling Advertising Reform Regulation Impact Statement - final assessment second pass

Thank you for your correspondence dated 11 May 2017, in relation to the draft Gambling Reform Regulation Impact Statement (RIS) which was recently submitted by the Department for consideration by your Office.

Following your feedback, amendments have been made to the RIS as set out below.

The problem

This section has been updated to clarify that research suggests there is a correlation between early exposure to gambling advertising and becoming a problem gambler in later life and not that there is causation. We have also included some additional detail in relation to community attitudes. The combination of research and community concern gave rise to the gambling advertising reforms.

Impact analysis

This section has been updated to clarify that the estimated financial impact on broadcasters of restricting gambling is a net impact.

Consultation

This section has been updated to better explain why the Commonwealth undertook a limited consultation on the proposed changes. Given the impact of the proposed changes on broadcasters, wagering operator and sports bodies, the consultation was deliberately targeted. Community attitudes were already well established and covered in the problem section of the RIS.

Conclusion

The preferred option and net benefit to the community has been refined and is now less definitive in terms of quantifying the number of advertisements that will no longer be broadcast given the significant number of license areas across all platforms (free-to-air television, subscription television and commercial radio). Instead, the benefit is an overall reduction in the number of advertisements broadcast in association with a live sports event during times when children may

be watching therefore reducing their exposure to the concept of gambling and gambling related products.

Status of the RIS

The RIS now includes reference to an early draft of the RIS being used to inform the decision making process.

I now submit the second pass RIS for your formal consideration.

Yours sincerely

A handwritten signature in black ink, appearing to read 'H. Owens', with a small dot at the end.

Helen Owens
Assistant Secretary
Content & Copyright Branch

30 May 2017