



Wagering Advertising Code

FEBRUARY 2021

Objectives



This **Code** has been adopted by the **Australian Association of National Advertisers (AANA)** as part of advertising and marketing self-regulation. The object of this **Code** is to ensure that advertisers and marketers develop and maintain a high sense of social responsibility in advertising and marketing wagering products in Australia.

This **Code** is accompanied by a **Practice Note** which has been developed by the AANA. The **Practice note** provides guidance to advertisers and complainants, and must be applied by the **Ad Standards Community Panel** in making its determinations. In the event of any ambiguity the provisions of the **Code** prevail.

Definitions & Interpretation



In this **Code**, unless the context otherwise requires:

- ▶ **Advertising or Marketing Communication** means:
 - (a) any material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer,
 - over which the advertiser or marketer has a reasonable degree of control, and
 - that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct,
 - (b) but does not include:
 - labels or packaging for products
 - corporate reports including corporate public affairs messages in press releases and other media statements, annual reports, statements on matters of public policy and the like
 - in the case of broadcast media, any material which promotes a program or programs to be broadcast on that same channel or station.
 - ▶ **Community Panel** means the panel appointed by Ad Standards from time to time, the members of which are representative of the community, to administer a public complaints system in relation to Advertising or Marketing Communication.
 - ▶ **Licensed Operator** means a person or company licensed in a State or Territory of Australia to provide Wagering Products or Services to customers in Australia.
 - ▶ **Medium** means any medium whatsoever including without limitation cinema, internet, outdoor media, print, radio, telecommunications, television or other direct-to-consumer media including new and emerging technologies.
 - ▶ **Minor** means a person under 18 years of age.
 - ▶ **Wagering Product or Service** means a product or service, provided by a Licensed Operator, which offers betting on horse races, harness races, greyhound races, sporting events, novelty events or other contingencies (or a series of races, events or contingencies); but does not include gaming, such as casino games or electronic gaming machines, keno, lotto and lottery products or trade promotions.
- For the purposes of this code, **Wagering Product or Service** includes betting on fantasy sport teams, odds compilation and tipping services offered or provided by a Licensed Operator.

Code of Practice



SECTION 2.1



Advertising or Marketing Communication for a Wagering Product or Service must not, having regard to the theme, visuals and language used, be directed primarily to **Minors**.

SECTION 2.2



Advertising or Marketing Communication for a Wagering Product or Service must not depict a person who is a **Minor** unless the person is shown in an incidental role in a natural situation and where there is no implication they will engage in wagering activities.

SECTION 2.3



Advertising or Marketing Communication for a Wagering Product or Service must not depict a person aged 18-24 years old engaged in wagering activities.

SECTION 2.4



Advertising or Marketing Communication for a Wagering Product or Service must not portray, condone or encourage wagering in combination with the consumption of alcohol.

SECTION 2.5



Advertising or Marketing Communication for a Wagering Product or Service must not state or imply a promise of winning.

SECTION 2.6



Advertising or Marketing Communication for a Wagering Product or Service must not portray, condone or encourage participation in wagering activities as a means of relieving a person's financial or personal difficulties.

SECTION 2.7



Advertising or Marketing Communication for a Wagering Product or Service must not state or imply a link between wagering and sexual success or enhanced attractiveness.

SECTION 2.8



Advertising or Marketing Communication for a Wagering Product or Service must not portray, condone or encourage excessive participation in wagering activities.

SECTION 2.9



Advertising or Marketing Communication for a Wagering Product or Service must neither portray, condone or encourage peer pressure to wager nor disparage abstention from wagering activities.

This section does not form part of the **Wagering Advertising Code** and is provided here for information only.


Complaints under the AANA self regulatory system




Complaints about the content of an advertisement or marketing communication can be made under this **Code** and the other **AANA Codes to Ad Standards Bureau**¹.

Once the **Ad Standards Bureau** has received your complaint, it then assesses the complaint to determine whether it is eligible for consideration by the **Ad Standards Community Panel**. The Panel is the body established to consider complaints. If accepted the advertiser/marketer is notified and a response is requested. The complaint is then considered by the Panel and the advertiser and complainant are advised of the determination. A case report is then published. The original complainant or advertiser/marketer can also ask for a review of the determination.

You can make a complaint by:

Lodging a complaint online at:
 www.adstandards.com.au

Writing a letter (and sending via post or fax) to:
 **The Ad Standards Bureau**
Level 2, 97 Northbourne Avenue
TURNER ACT 2612

Fax: (02) 6262 9833

CODE ADMINISTRATION

Effective Date: February 2021