



# SPORT IS FOR EVERYONE. NOT FOR BETTING.

[oddsportsport.org](http://oddsportsport.org)

## An independent campaign to remove gambling advertising from Australian sport.

*"A 13-year-old today has never even seen a game without gambling ads."*

— ALLIANCE FOR GAMBLING REFORM

**\$273.2m**

industry ad spend in 2018

**3 / hr**

TV ad cap from 1 Jan 2027

**0**

ads in live sport (daytime)

### What this campaign argues for

- Implement the announced 2027 reforms in full
- Extend the live-sport ad ban to streaming/online
- Remove gambling sponsorship from team uniforms
- Phase to a near-total online gambling ad ban



**SUPPORT THE AGR  
CAMPAIGN**

[agr.org.au](http://agr.org.au)

Alliance for Gambling Reform

**TAKE THE SURVEY**

[oddsportsport.org](http://oddsportsport.org)

Independent campaign

