

Is your club in business with the gambling industry?

If you're a member or supporter, you have more leverage than you think.

Two kinds of gambling money flow into Australian sport:

1. Pokies revenue

Some clubs run poker machines through associated leagues or social clubs. The money flows back to football operations.

2. Wagering sponsorships

Logos on jerseys, stadium naming rights, perimeter signage, and "official partner" deals.

96% of NRL teams. 87% of AFL teams.

have at least one official gambling partner

Australian Gambling Research Centre, 2023

But this is changing.

Victorian AFL clubs: zero betting sponsors since 2019.

Cronulla Sharks: ended PointsBet stadium naming rights, Dec 2024.

Manly: ended PointsBet jersey sponsorship after the 2024 season.

North Melbourne: divested pokies in 2008.

What you can do, as a fan:

- Find out where your club stands
- Write to the CEO and board
- Use the AGM if you're a member
- Talk to other supporters

oddsosfsport.org/your-club



Fair sport. No gambling ads.

Working alongside the Alliance for Gambling Reform

If gambling is causing harm: Gambling Helpline 1800 858 858 (24h) — betstop.gov.au