

WHAT IT IS

OddsOffSport.org is an independent supplementary campaign for stronger restrictions on gambling advertising in Australian sport, working alongside the Alliance for Gambling Reform. The site collects sport-fan sentiment data and provides an MP-letter tool focused on the gap between the announced 2027 reforms and the 2023 parliamentary inquiry's recommendation of a near-total ban on online gambling advertising.

QUOTABLE STATS

\$89.7m → \$273.2m

Australian gambling industry ad spend, 2011 to 2018

Source: Alliance for Gambling Reform

"13-year-old"

has never seen a game without gambling ads

Source: Alliance for Gambling Reform

3 ads / hour

Free-to-air TV cap from 1 Jan 2027

Source: PM's office, March 2026 announcement

0

Cap during live sport (6am–8.30pm) from 1 Jan 2027

Source: PM's office, March 2026 announcement

Phased near-total ban

Recommended online gambling ad ban within 3 years

Source: 2023 parliamentary inquiry, You win some, you lose more

WHAT THE CAMPAIGN ARGUES

1. Implement the announced 2027 federal reforms on schedule and in full.
2. Extend the live-sport advertising ban to subscription, streaming and online platforms.
3. Remove gambling sponsorship from team uniforms, stadium signage, and naming rights.
4. Phase to a near-total ban on online gambling advertising, as recommended by the 2023 inquiry.

SPOKESPERSON & CONTACT

Spokesperson: Doug Lilly, founder, OddsOffSport.org

Email: contact@oddsosport.org

Mark MEDIA in the subject line for fastest response.

