

# Ban of gambling advertising on public transport transit assets



Government  
of South Australia  
Department for Infrastructure  
and Transport

## Frequently ask questions

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### What is the purpose of this policy?

- Reducing the exposure of gambling to children, young people and other vulnerable people.

### Why is the government interested in this?

- Preventing and minimising gambling harm is a South Australian Government priority. Harms caused by gambling are often misunderstood, underestimated and attributed to poor choices made by individual gamblers.
- A preventive public health approach can prove beneficial by avoiding stigmatising individuals and creating safer environments. One such public health action is greater regulation of gambling advertising.
- Gambling-related harm can include financial harm; damage to relationships; declines in psychological and emotional wellbeing and physical health; loss of work and study opportunities; neglect of cultural responsibilities; and in some cases, involvement with the criminal justice system.
- Gambling-related harm doesn't just impact the person gambling, but also family members, friends and colleagues may all be affected by a person's risky gambling.

### Is this an issue in South Australia?

- Yes. Population prevalence data collected in 2018 found that 65% of South Australian adult's gamble, and that 40,000 South Australians engage in high or moderate risk gambling each year. Risky gambling is more common among sports bettors (32%) and electronic gaming machines – also known as poker machines or pokies (27%).

## Has a policy like this occurred anywhere else?

- Yes. NSW announced on the 28 January 2025, a ban on gambling advertising on public transport, with these changes being implemented over a 12-month period. The prohibition applies to Transport owned and controlled assets, including internal and external advertising on trains, metro, buses, light rail, train stations, and ferry terminals.

## When will the policy commence?

- The Policy will be adopted on 1 July 2026, with all advertising companies given until 1 November 2026, to remove advertising that breaches the policy.

## What is the Gambling advertising ban on South Australian Government transit assets policy?

- Transit assets can no longer have advertising related to:
  - Wagering Products or Services that relate to betting on horse races, harness races, greyhound races, or sporting events, as well as betting on a series of races or events. It also includes betting on an event, or a series of events, such as certain novelty events or other contingencies. In addition, it includes betting on fantasy sports.
  - Gaming includes - but is not limited to - Gaming Machines (otherwise known as Poker Machines, 'Pokies', Slots or Slot Machines), as well as casino table games such as Roulette, Blackjack or Poker.
  - Master branding of a gambling provider.

## What is Master Branding?

- Master branding is an advertising strategy where a company uses a single, overarching brand name for all its products and services. This "master" or "parent" brand acts as a central, unifying point that links all sub-brands together with the company's values, creating a consistent identity and building customer trust across a wide product portfolio.

## What advertising is not banned on South Australian Government transit assets?

- Advertising of licensed or permitted lotteries that fundraise for community or charitable purposes under the *Lotteries Act 2019*. For example, a Home Lottery conducted by a not-for-profit organisation.

- Advertising of lottery products offered by the Master Agent of the Lotteries Commission of South Australia under the *State Lotteries Act 1966*. For example, SA Lotteries products.
- Advertising for non-gambling products or services linked to a gambling provider (such as a restaurant operated by a gambling provider) is allowed, provided it does not show gambling and complies with all relevant standards and codes.
- Gambling advertising which is no more than the inclusion in:
  - the title of an event or the name of a team participating in an event; or
  - the name of a place (naming rights) of a sponsor's name or brand.

### **What exact transit assets does the policy apply to?**

- Government of South Australia Transit assets include Trams, Trains and Buses.

### **How will the policy be implemented?**

- Content standard policies within SA Government contracts with Transit advertising suppliers will be amended.

### **What are the consequences of not complying with the policy?**

- Non-compliance with the policy would be deemed a breach of contract. The terms and conditions of the contract related to breaches of contract would apply.

### **What other codes and practices are relevant to this policy?**

- [South Australian Government - Gambling Codes of Practice](#)
- [Outdoor Media Association \(OMA\) - Advertising Content Policy](#)
- [Australian Association of National Advertisers \(AANA\) – Wagering Code](#)
- [Ad Standards – Wagering Advertising](#)
- All other codes and practices that are not listed, but relevant, to wagering and gaming.

### **What is the process to have campaigns / advertising material reviewed/approved?**

- Contact [DIT.CommercialServices@sa.gov.au](mailto:DIT.CommercialServices@sa.gov.au)

## Will this policy be reviewed?

- After 3 years.

## Will these restrictions be extended to other advertising assets (e.g. billboards, small format screens)?

- The extending of the ban to other advertising assets is currently not under consideration.

## Who to contact for more information regarding the policy?

- Contact [DIT.CommercialServices@sa.gov.au](mailto:DIT.CommercialServices@sa.gov.au)

## Where can people get help for gambling-related harm?

In South Australia there is a range of free and confidential support services available to help anyone who might be experiencing gambling harm. People experiencing gambling harm can:

- Request to bar themselves from gaming venues such as pubs, clubs, TAB outlets, on-course bookmakers, the Casino or from SA Lottery products in South Australia by contacting [Consumer and Business Services](#).
- Request to bar themselves from Australian licensed online and phone wagering service providers by registering with BetStop – the National Self-Exclusion Register - to block yourself from all licensed Australian online and phone wagering providers visit: [www.betstop.gov.au](http://www.betstop.gov.au)
- Visit Gambling Help Online that has lots of useful information, self-help options and you can chat online with a counsellor, available 24/7. [www.gamblinghelponline.org.au](http://www.gamblinghelponline.org.au)
- Speak to a counsellor on the phone by calling the Gambling Helpline on 1800 858 858, available 24/7.
- Attend free and confidential gambling help services are available in every state government region. A complete list of funded gambling help services can be found here: [www.gamblingharmssupport.sa.gov.au/get-support/support-options/find-a-help-service](http://www.gamblingharmssupport.sa.gov.au/get-support/support-options/find-a-help-service).
- You can also visit the Gambling Harm Support SA website for information, face to face gambling help services, research, and to learn more about key projects being progressed in SA: [www.gamblingharmssupport.sa.gov.au](http://www.gamblingharmssupport.sa.gov.au)