

Guidelines - Ban of gambling advertising on public transport transit assets

What's happening

A ban on the advertising of gambling products on all State Government owned buses, trains and trams will commence from Wednesday, 1 July 2026.

What will change

Currently, all advertising must meet relevant standards, including voluntary or mandatory codes of practice. These standards restrict, amongst other things, gambling advertising directed at minors.

The ban extends this by preventing the advertising of gambling (wagering and gaming) products on public buses, trains and trams, reducing exposure for children, young people and other vulnerable people.

What advertising IS banned?

- Advertising of wagering or betting on horse, harness, greyhound races, sporting events, and certain novelty events.
- Advertising of Gaming including - but 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 advertising IS NOT banned?

- Advertising of Licensed or permitted fundraiser lotteries 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* – such as 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 sponsorship advertising which is no more than the inclusion in:
 - (a) the title of an event or the name of a team participating in an event; or
 - (b) the name of a place (naming rights to a venue) of a sponsor's name or brand.