

## **MEDIA RELEASE**

**Thursday, 4 April 2019**

### **New Code for responsible gambling advertising**

The Advertising Standards Authority (ASA) today released its new Gambling Advertising Code following a review of the Code for Advertising Gaming and Gambling.

The Code recognises that gambling advertisements must not undermine the need for the prevention and minimisation of gambling-related harm, with particular regard for the need to protect children, young people and other vulnerable persons. The Code applies to gambling advertisements for “pay to gamble” and “free to gamble” activities, products and outlets as well as betting on racing or sporting events.

The new Code will be effective on 5 August 2019 for new gambling ads and from 4 November all gambling ads need to comply. The Gambling Advertising Code is available [here](#).

The Code has been developed by the ASA Codes Committee, which includes advertiser, agency, media and public representatives, and in consultation with industry and public sectors. A report from the Codes Committee on the review of the gambling advertising standards is available [here](#).

Hon. Heather Roy, ASA Chair, thanked the Codes Committee for its excellent work in developing the Gambling Advertising Code and acknowledged the range of organisations that provided valuable feedback during the consultation process.

ASA Chief Executive, Hilary Souter said: “Reviewing and updating the Codes is an important part of the ASA’s work and it is great to have the new Gambling Advertising Code in place to support responsible advertising to consumers.”

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