



Independent Gambling Authority

Circular

TO: SA media providers
FROM: Director, Independent Gambling Authority
SUBJECT: Advertising of gambling
DATE: 19 March 2009

1. This circular updates you on the current regulatory arrangements applying to the advertising of gambling in South Australia.
2. Only gambling providers who are licensed or authorised under South Australian law may advertise. It is an offence to advertise gambling without a licence or authorisation—see sections 63–65 of the *Lottery and Gaming Act 1936*.
3. Recent changes to the law allow interstate betting operators who hold a licence in another State or Territory to become authorised to offer betting services in South Australia.
4. A current list of authorised interstate betting operators can be found on the Authority's website www.iga.sa.gov.au under the interstate betting operators link. A periodic email update service is also available. To subscribe, please email iga@iga.sa.gov.au with your details.
5. For each type of gambling provider, advertising of gambling is regulated by a code of practice. These codes are available on the Authority's website, www.iga.sa.gov.au.
6. Importantly, all gambling advertising must include a mandatory warning message at all times. These messages rotate every six months—the current warning message is "Don't chase your losses. Walk away. Gamble responsibly." The current version of the warning message is also on the Authority's website. If it is not practicable or reasonable to use the entire warning message, a shortened form can be used—"Gamble responsibly". The warning message needs to be spoken in radio advertising.
7. Advertising of gambling is banned on Monday to Friday between 6.00am and 8.30am for radio and between 4.00pm and 7.30pm for television.
8. As a responsible media provider, I ask that you familiarise yourself with the content of the codes, and satisfy yourself that any advertising placed with your organisation complies with its requirements.
9. Please contact the Authority if you have any questions in relation to this circular. The contact details are:

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