**Media release**  **11 September 2024**

**Government’s proposed partial ban on gambling ads risks ballot box backlash**

The Federal Government’s ‘each way bet’ approach for a partial ban on sports gambling ads is at odds with the mood of the nation and risks a backlash at the next election, according to a new survey released today.

Voting-aged respondents were asked which option they preferred, a partial ban, or a full ban on gambling advertising as recommended by last year’s Murphy Inquiry.

Commissioned by Wesley Mission, the Compass Poll of 1001 people nationally indicated 60 percent of people prefer a total ban on sports gambling ads compared to the partial ban reportedly favoured by the Federal Government. Additionally, 37 percent of respondents say they are more likely to vote for a political party which introduces gambling reform.

Wesley Mission CEO, Rev Stu Cameron, says the strong support reflects growing public concern about the impacts of relentless sports gambling advertising encroaching on people’s lives.

“Community outrage about gambling advertising and its effects is palpable. The government has a once in a generation opportunity to protect Australian families and meet their expectation that real and lasting reform will be implemented that protects our children.”

In what is expected to be one of the tightest federal election races in years, gambling reform is becoming a key issue as the major parties consider their responses to overwhelming community sentiment demanding real reform of the gambling industry.

“We’re conscious that the gambling and media industries, together with compromised sporting codes, have been lobbying hard against an advertising ban, but the role of government is to act in the best interests of the Australian people and not the financial interest of organisations profiting from gambling harm.

 “At Wesley Mission we deal daily with individuals, families and communities experiencing an avalanche of gambling harm. We are also conscious of the growing community anger at the saturation levels of gambling advertising our nation is being subjected to. We will experience that even more in coming weeks through the footy finals and the spring racing carnivals.

“We cannot allow the gambling industry to dictate terms because they will always put profit before people.”

ENDS

**The survey was conducted by** [**Compass Polling**](https://compasspolling.com/) **with 1001 respondents**

**Interviews: Wesley Mission CEO Rev Stu Cameron is available for interview.**

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**Wesley Mission** provides practical care and support for more than 130,000 people annually in NSW and across Australia, including help for people experiencing homelessness, local community action groups preventing suicide, and gambling and financial counselling amongst more than 120 programs. [www.wesleymission.org.au](https://www.wesleymission.org.au/news-and-publications/gambling-reform-an-open-letter-from-rev-stu-cameron-ceo/)

**Survey conducted by Compass Polling from 09-11 September 2024 with 1001 respondents nationally.**

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| Which approach to sports gambling advertising do you prefer? |
| a) A full ban on sports gambling advertising as recommended by an all-party Parliamentary Inquiry last year into the harm caused by online gambling. | **59.6%** |
| b) A partial ban on sports gambling advertising, currently favoured by the Federal government, that would ban gambling ads for an hour on either side of live sports broadcasts, but would still see gambling ads shown during family-friendly TV viewing hours. | **40.4%** |

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| How did you vote at the last Federal Election? |
| Labor Party | **41.0%** |
| Liberal Party | **30.1%** |
| Greens | **9.7%** |
| The National Party | **2.4%** |
| One Nation | **3.9%** |
| Other | **5.0%** |
| Prefer not to say | **8.0%** |

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| How do you intend to vote at the next Federal Election? |
| Labor Party | **33.2% (-7.8%)** |
| Liberal Party | **33.5% (+3.4%)** |
| Greens | **11.2% (+1.5%)** |
| The National Party | **2.8% (+0.4%)**  |
| One Nation | **5.3% (+1.4%)**  |
| Other | **5.1% (+0.1%)** |
| Prefer not to say | **9.0% (+1.0%)** |

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| Are you more or less likely to vote for a political party which introduces gambling reform? |
| More likely | **36.6%** |
| Less likely | **14.3%** |
| The same | **49.2%** |