



National Consumer Protection Framework for Online Wagering

Consistent gambling messaging implementation plan

Purpose

To formally notify online wagering service providers of the requirement to implement the consistent gambling messaging measure of the National Consumer Protection Framework for Online Wagering (National Framework) by 30 March 2023.

The purpose of the consistent gambling messaging measure is to replace existing taglines in all instances where these are currently required or displayed.

Online wagering service providers are required to have the consistent gambling messaging measure included in all relevant promotional and advertising materials by 30 March 2023. Extensions to this timeframe will not be considered by state and territory regulators.

This measure will be enacted through existing state and territory government's legislation, regulation and licenses.

Implementation

The consistent gambling messaging measure provides, for the first time, nationally consistent messaging about the risks and potential harm from online wagering. This messaging replaces existing taglines in all instances where these are currently required or displayed.

The 7 taglines have been informed by extensive behavioural research. Full details, including the evidence underpinning the recommended approach are published in the reports which can be accessed at:

- [Consistent Gambling Messaging Phase 1: Development and Refinement](#)
- [Gambling Tagline Research Phase 2: Implementation and Market Testing](#)

The taglines are:

- Chances are you're about to lose.
- Think. Is this a bet you really want to place?
- What's gambling really costing you?
- What are you prepared to lose today? Set a deposit limit.
- Imagine what you could be buying instead.
- You win some. You lose more.
- What are you really gambling with?

Applicable Platforms

The behavioural research that underpins the consistent gambling messaging measure determined the most effective:

- communication channels for each tagline
- executions for particular channels
- a call-to-action with details of support services for safer gambling.

Based on this research the taglines are to be applied in the following way, for:

- TV, video and radio advertising have 5 taglines permitted for use.
- In-app, digital, print, social media and website advertising have 6 taglines permitted for use
- Other platforms (such as direct marketing, sponsorship, promotional, outdoor advertising, and in-stadium advertising), all 7 taglines are permitted for use, noting that 'You win some. You lose more.' is only permitted for use when the tagline is spoken.

Taglines	TV/Video	Radio	In-app	Digital advertising	Print advertising	Social Media	Website	Other*
Chances are you're about to lose.	●	●	●	●	●	●	●	●
Think. Is this a bet you really want to place?			●	●	●	●	●	●
What's gambling really costing you?	●	●	●	●	●	●	●	●
What are you prepared to lose today? Set a deposit limit.			●	●	●	●	●	●
Imagine what you could be buying instead.	●	●	●	●	●	●	●	●
You win some. You lose more.	●	●						● #
What are you really gambling with?	●	●	●	●	●	●	●	●

Key: ● Permitted for use

* Other includes direct marketing materials or other sponsorship, outdoor advertising, promotional and in-stadium advertising

Only available for telemarketing (or other spoken forms) of advertising

Based on the platform the taglines are applied to, there are different versions of the call to action that must be used. The different versions are outlined below:

- **The standard call to action is:** *For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au*
- **The modified call to action for TV and Video advertising is:** *For free and confidential support, call the number on the screen or visit the website.*
- **The modified call to action for Radio advertising is:** *For free and confidential support visit gamblinghelponline.org.au.*
- **The shortened call to action is:** *Set a deposit limit.*

The exceptions are:

- short form TV and video advertising (15 seconds or less) do not require the call to action to be spoken, rather the call to action must be displayed on the screen
- radio advertising (15 seconds or less) only the tagline is to be spoken
- digital advertising and social media with very restricted character counts (such as Twitter, but not Facebook or Instagram etc.) for which a shortened call to action is to be used.

Execution

For visual executions (TV and video, digital advertising) the taglines must be presented in the largest possible font consistent across the whole message taking up the majority of the screen.

The design principles based on an A4 size landscape canvas are:

Tagline

- Upper case Arial bold 60pt
- 1/3 of canvas

Call to action

- Sentence case Arial bold 40pt
- 1/3 of canvas

These design principles should be adjusted based on the orientation of the screen to ensure the tagline and call to action take up a third of the screen each at a minimum.

The tagline and call to action must be placed at the end of an advertisement (not the beginning, which was also tested).

When spoken, for example in TV, video or radio advertisements, the pace of the tagline and call to action must be read slowly, calmly and with an even pace and voiced by any gender. A perceptible pause must be included between the preceding advertisement, the tagline and call to action and any subsequent messages such as 'terms and conditions apply'.

Proposed timeframes for the voice over of the taglines and the voice over of the taglines and call to action (CTA) are outlined below:

Tagline	Time in Seconds	
	With no CTA	With CTA
You win some. You lose more	1.63	6.81
What are you really gambling with?	1.65	6.83
What's gambling really costing you?	1.68	6.85
Chances are you're about to lose	1.73	6.91
Imagine what you could be buying instead	1.79	6.97
Think. Is this a bet you really want to place?^	2.39	7.57
What are you prepared to lose today? Set a deposit limit.^	2.47	7.65

^These taglines are not applicable for TV, video or radio advertisements, but are permitted for use on Other platforms.

Rotation

A full rotation of applicable taglines within a digital platform must occur over a 12-month period to mitigate message fatigue. Wagering service providers should take reasonable steps to ensure an equal rotation of applicable taglines over the 12-month period.

Key timeframes

Date	Activity
29 August 2022– 30 October 2022	Stakeholder consultation period on implementation requirements
31 October 2022	Formal notification to wagering service providers to implement the measure.
31 October 2022 – 30 March 2023	States and territories will implement the measure through existing legislation, regulation or ministerial direction.
6 February 2023	Cessation of period for consideration of material implementation issues (further consideration of submissions will occur by exception only)
30 March 2023	The consistent gambling messaging measure as outlined in this fact sheet must be implemented by all online wagering service providers.

List of attachments

- 1) Tagline Requirements
- 2) Platform Requirements
- 3) National Consumer Protection Framework for Online Wagering – National Policy Statement 8: Consistent Gambling Messaging

Further information

To support wagering service providers to implement the Consistent Gambling Messaging measure by 30 March 2023 and be assured of no further major changes to implementation guidance, the IGC have agreed the period for raising any remaining material implementation issues will end on **6 February 2023**.

If, during the implementation process you find major implementation issues and the issue has not been previously raised and considered by the Implementation Governance Committee (IGC), please email the IGC Secretariat at gambling@dss.gov.au with the issue and a proposed solution.

The issue will be assessed and considered by the IGC. If the IGC determine further clarification is required the guidance material (including the FAQ document) will be updated and wagering service providers will be notified of the amendment. This process will continue throughout the implementation period.

Tagline Requirements

Guiding Principle in applying taglines

The key principle for applying a consistent gambling messaging measure tagline is the new taglines must replace any existing taglines in all instances where these are currently required or displayed.

Guiding questions in applying taglines

Key questions wagering service providers should consider when determining if taglines are to be applied:

- 1) Are there existing regulatory requirements to use a tagline in the jurisdiction where the wagering service provider is licensed, and/or delivering the service?
- 2) Is the product advertising as opposed to branding? That is:
 - a. Does the wagering service provider have a reasonable degree of control of how the sign is broadcast?
 - b. Does the example promote a gambling product?

If the answer is yes to both of these questions then use of the consistent gambling messaging measure tagline and call to action (as outlined under the 'platform requirements' section) is required for greater awareness raising and harm minimisation.

Consistent gambling messaging replaces existing taglines in all instances where these are currently required or displayed. Wagering service providers that exceed regulatory requirements to display messages are strongly encouraged to continue by replacing these taglines with the new consistent gambling messaging. Additionally, wagering service providers are urged to consider additional locations that are appropriate to display consistent gambling messaging.

Tagline Requirements

Summary of platform requirements

	Tagline & Call to Action		Rotation required
	15 seconds or less	Over 15 seconds	
TV/VIDEO (page 7)	<ul style="list-style-type: none"> tagline to be spoken call to action not required to be spoken tagline and call to action displayed on screen 	<ul style="list-style-type: none"> tagline to be spoken modified call to action for TV/video to be spoken tagline and call to action displayed on screen 	<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required.
RADIO (page 8)	<ul style="list-style-type: none"> tagline to be spoken call to action not required to be spoken 	<ul style="list-style-type: none"> tagline to be spoken modified call to action for radio to be spoken 	<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required.
IN-APP (page 9)	<ul style="list-style-type: none"> tagline shortened call to action 		<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required
DIGITAL ADVERTISING (page 10)	<ul style="list-style-type: none"> tagline shortened call to action 		<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required
PRINT ADVERTISING (page 11)	<ul style="list-style-type: none"> tagline standard call to action 		<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required
SOCIAL MEDIA (page 12 -13)	<p><u>No character limit:</u></p> <ul style="list-style-type: none"> tagline standard call to action <p><u>Restrictive character limit:</u></p> <ul style="list-style-type: none"> tagline shortened call to action <p><u>Very restrictive character limits:</u></p> <ul style="list-style-type: none"> tagline call to action in follow- up post immediately after original post 		<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required
WEBSITES (page 13)	<ul style="list-style-type: none"> tagline standard call to action 		<ul style="list-style-type: none"> rotation of applicable taglines over 12 months required.
OTHER (page 14-15)	<ul style="list-style-type: none"> tagline call to action as determined by the platforms above. 		<ul style="list-style-type: none"> rotation encouraged. horse, harness or greyhound racing programming - rotation of applicable taglines as per platforms above.

TV and video advertising

TV and video advertising refers to video advertising broadcast on television, video on demand services such as streaming sites, social media and online. There are 5 taglines permitted for TV and video advertising.

Taglines permitted for TV and video advertising
Chances are you're about to lose.
What's gambling really costing you?
You win some. You lose more.
Imagine what you could be buying instead.
What are you really gambling with?

TV and video advertising requirements

For TV and video advertisements, the tagline and call to action must be placed at the end of an advertisement (not the beginning, which was also tested). The tagline and call to action must be spoken with a slow, evenly-paced voiceover. The voiceover can be any gender.

The tagline must be presented in a font size that accounts for the majority of the screen. The tagline must appear on a black background with white text to allow the viewer to easily read it. No other messages or images are to appear on the screen at this time.

Online wagering service providers must replicate the format of the example execution included to the right. (See 'Execution' section on page 3 for design principles).

The tagline and call to action requirements apply to sponsored promotional video advertising developed and delivered by either third-parties on behalf of wagering service providers, or wagering service providers. These requirements apply to sponsored advertisements the wagering service provider has a reasonable degree of control over. For sponsored promotional video advertising, the design guidelines for TV and Video advertisements apply.



Example Execution

Call to action for TV and video advertisements –15 seconds or less

For short-form TV and video advertisements (15 seconds or less) the voice over requirement does not apply to the call to action, but applies to the tagline.

Both the tagline and call to action must be displayed on the screen.

Call to action for TV and video advertisements – Over 15 seconds

On screen the full call to action must accompany the tagline:

For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au

When the tagline is read aloud the call to action must be modified to prevent losing interest, as follows:

For free and confidential support, call the number on the screen or visit the website

Radio advertising

There are 5 taglines permitted for use in Radio Advertising.

Taglines permitted for radio advertising
Chances are you're about to lose.
What's gambling really costing you?
Imagine what you could be buying instead.
You win some. You lose more.
What are you really gambling with?

Radio advertising requirements

For radio advertisements, the tagline and call to action must be spoken at an even pace, with a perceptible pause between the tagline and other messages, such as 'terms and conditions apply'. The voiceover can be any gender.

Call to action for radio advertising – 15 seconds or less

For short-form radio advertisements (15 seconds or less) only the tagline is required to be spoken.

Call to action for radio advertising – Over 15 seconds

For radio advertisements over 15 seconds, the tagline and a modified call to action of: '*For free and confidential support visit gamblinghelponline.org.au*' are required to be spoken.

In-app

There are 6 taglines permitted for use in-app.

Taglines permitted for in-app
Chances are you're about to lose.
Think. Is this a bet you really want to place?
What's gambling really costing you?
What are you prepared to lose today? Set a deposit limit.
Imagine what you could be buying instead.
What are you really gambling with?

In-app requirements

The tagline and shortened call to action requirements apply, replacing existing taglines where these are currently required or displayed in all instances.

The font must be clear, legible and easy to read with the largest possible font consistent across the whole message. The tagline and call to action is to be presented as black text on a white background.

The tagline and call to action are to be placed in at least one of the following locations:

- On a rotating carousel. One banner rotation to include the required tagline and shortened call to action,
- Permanently at the bottom of the home page,
- Permanently below the bet slip section.

Advertisements that appear 'in app' must follow the consistent gambling messaging guidance for the relevant platform.

Call to action for in-app advertising

The shortened call to action for in-app advertising is:

Set a deposit limit

Digital advertising

There are 6 taglines permitted for use in digital advertising. Digital advertising includes, but is not limited to, online banners, digital display, dynamic or static pop-ups, static pop-ups broadcast on television or online, etc. It does not refer to video advertising broadcast on digital platforms, which is categorised as 'TV and video advertising' or digital outdoor advertising which is categorised as 'Other - Sponsorship, promotional, outdoor advertising and in-stadium advertising'.

Taglines permitted for digital advertising
Chances are you're about to lose.
Think. Is this a bet you really want to place?
What's gambling really costing you?
What are you prepared to lose today? Set a deposit limit.
Imagine what you could be buying instead.
What are you really gambling with?

Digital advertising requirements

Dynamic advertising

The tagline and call to action must occur at the end of a digital advertisement, in the final frame.

Online wagering service providers must replicate the format of the example execution to the right.

Static advertising

The tagline and call to action must stand alone from the advert so as not to be confused with the message contained within the advertisement.

Static Pop-Ups on TV, Video, Online platforms

The tagline and call to action requirements apply to static pop-ups that appear on television/online streaming, without audio, during live broadcast or online broadcast, as distinct from e.g. Program Billboards. The tagline and call to action must stand alone from the advert so as not to be confused with the message contained within the advertisement.

All forms

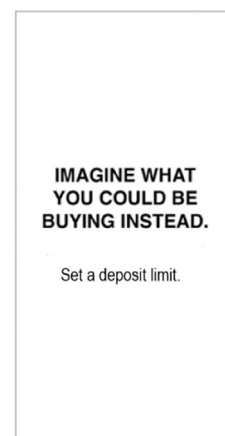
The taglines must be presented in a clear, easy to read text with the largest possible font consistent across the whole message.

The tagline must be presented as black text on a white background and take up at least one third of the message space. (See 'Execution' section on page 3 for design principles).

Call to action for digital advertising

The shortened call to action for digital advertising is:

Set a deposit limit



Example Execution

Print advertising

There are 6 taglines permitted for use in print advertising. It does not refer to outdoor print advertising which is categorised as 'Other - Sponsorship, promotional, outdoor advertising and in-stadium advertising'.

Taglines permitted for print advertising
Chances are you're about to lose.
Think. Is this a bet you really want to place?
What's gambling really costing you?
What are you prepared to lose today? Set a deposit limit.
Imagine what you could be buying instead.
What are you really gambling with?

Print advertising requirements

Taglines in print advertising must stand alone from the print advert so as not to be confused with the message contained within the advertisement.

The tagline must be presented in clear, easy to read text with the largest possible font consistent across the whole message in black text on a white background.

Call to Action for print advertising

The standard call to action is a requirement for print advertising.

For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au

Social media advertising

There are 6 taglines permitted for use in social media (other than video advertising on social media).

Taglines permitted for social media advertising
Chances are you're about to lose.
Think. Is this a bet you really want to place?
What's gambling really costing you?
What are you prepared to lose today? Set a deposit limit.
Imagine what you could be buying instead.
What are you really gambling with?

Social media advertising specific requirements

The 6 taglines can be used across all social media platforms.

Where images are shared on social media platforms, the taglines must be presented in clear, easy to read text with the largest possible font consistent across the whole message. The tagline must be presented as black text on a white background.

Where text is shared on social media platforms, the taglines must be placed at the end of a post, for example at the end of a tweet. In addition, taglines can be separately posted as stand-alone messages on social media.

The tagline and call to action requirements apply to sponsored promotional video advertising developed and delivered by either third-parties on behalf of wagering service providers, or wagering service providers. These requirements apply to sponsored advertisements the wagering service provider has a reasonable degree of control over and that are being run in exchange for payment or some other form of valuable consideration. For sponsored promotional video advertising, the design guidelines for TV and Video advertisements apply.

Call to Action for social media advertising

Taglines must be followed by a call to action. For platforms which do not have a restrictive character limit, the call to action is to be used:

For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au

For platforms with a very restrictive character limit, the shortened call to action is to be used:

Set a deposit limit.

For platforms with very restrictive character limits, the shortened call to action may be included in a linked follow-up post, posted immediately after the original post.

Specific requirements for SMS messages and Betstop

In addition to the social media requirements, wagering service providers must consider the following when sending SMS advertising messages:

Has the wagering service provider included in their SMS message a link to a website that contains a reference to BetStop; a statement that BetStop is the National Self Exclusion Register; and a hyperlink to BetStop?

- **Yes** – then the wagering provider is compliant with subsection 25(3) of the Betstop [register rules](#) and does not need to separately reference BetStop in the SMS. The consistent gambling messaging tagline and call to action are to be used.
- **No** – then the consistent gambling messaging tagline and a reference to BetStop; a statement that BetStop is the National Self Exclusion Register; and a hyperlink to BetStop are to be used.

Specific requirements for Push notifications

Direct marketing materials sent via push notifications must comply with the requirements for social media advertising.

Recognising the restrictive character limits applied to push notifications, wagering service providers are able to send a separate standalone push notification with the tagline and shortened call to action immediately after a promotional/advertising push notification. The subsequent consistent gambling messaging push notification should be sent within 15-30 seconds of the direct marketing push notification.

Note: Wagering service providers must also consider the Betstop messaging requirements and comply with subsection 25(3) of the Betstop [register rules](#) for electronic messaging, such as push notifications.

Websites

There are 6 taglines permitted for use within wagering service providers' websites.

Taglines permitted for wagering providers' websites
Chances are you're about to lose.
Think. Is this a bet you really want to place?
What's gambling really costing you?
What are you prepared to lose today? Set a deposit limit.
Imagine what you could be buying instead.
What are you really gambling with?

Website specific requirements

Taglines must be used in all instances where an existing tagline is currently required or displayed within wagering providers website.

This includes, but is not limited to:

- in the final frame of rotating banner/carousel digital advertisements on the provider's website
- in the customer's 'My Account' window
- in responsible/safer gambling sections of the website
- in the header/footer of the website
- on any articles, 'blog posts', or any other forms of media where the tagline is currently used on the website.

Taglines must stand alone from other material on the website to be clearly visible and not to be confused with material related to wagering. The tagline must be presented in large, legible black text on a white background.

Call to Action for websites

The tagline must be accompanied by the standard call to action text:

For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au

Other - Direct Marketing Materials

Direct marketing materials include, but are not limited to:

- product advertising (via email or mail)
- promotional content (via email or mail)
- newsletters (via email or mail)
- brochures (via email or mail)
- SMS messages
- Push notifications
- telemarketing

Direct Marketing specific requirements

Direct marketing materials sent digitally must comply with the tagline and call to action requirements for digital advertising.

Direct marketing materials sent in hard copy must comply with the tagline and call to action requirements for print advertising.

Direct marketing materials sent via SMS messages must comply with the tagline and call to action requirements for social media advertising.

Direct marketing conducted via telemarketing (or other spoken forms) must comply with the tagline and call to action requirements for radio advertising.

Direct marketing materials sent via Push Notifications must comply with the tagline and call to action requirements for social media advertising.

Other - Sponsorship, promotional, outdoor advertising and in-stadium advertising

Sponsorship, promotional, outdoor advertising and in-stadium advertising refers to other forms or platforms of advertising not captured above and where an existing tagline is currently required or displayed. This may include, but is not limited to: sporting goods, sporting apparel and on ground or in-stadium signage, engagement and promotional material.

Sponsorship, promotional, outdoor advertising and in-stadium advertising specific requirements

Taglines must be displayed in all instances where an existing tagline is currently required or displayed on platforms not captured above.

Taglines for sponsorship, promotional, outdoor advertising and in-stadium advertising do not require an equal rotation over a 12 month period. However, wagering service providers are encouraged to rotate applicable taglines periodically, such as with each advertisement buy, to reduce the risk of message fatigue.

For outdoor advertising the preference is that the tagline and call to action be distinct in the advertisement so as not to be confused with the message contained within the advertisement. The taglines and call to action are recommended to be presented either with black text on a white background or white text on a black background.

Wagering service providers are encouraged to consider where additional locations may be appropriate to display taglines.

Other - Horse, harness or greyhound racing programming

Horse, harness or greyhound racing programming are to use the consistent gambling messaging taglines and call to action in instances where existing taglines are currently required and displayed.

However, if there is no requirement for existing taglines to be used where they are not currently being used, such as in the case of branding, then the requirement to use the taglines or call to action does not apply.

Wagering service providers should determine whether the content is considered advertising or branding

- Content is considered advertising if the wagering service provider has a reasonable degree of control over how the gambling product is broadcast and/or a gambling product is being promoted or discussed.
- Content is considered branding if the wagering service provider logo is displayed and/or brand name is spoken but no gambling product is endorsed or promoted. If only the brand name/ logo is displayed or spoken there is no requirement to apply the consistent gambling messaging tagline or call to action.
- Where a gambling product is being promoted through editorial and/or advertorial content and an existing tagline or 'gamble responsibly' is currently used within the content, then the existing tagline should be replaced with a spoken consistent gambling messaging tagline.

Wagering service providers are encouraged to consider additional locations where it may be appropriate to display taglines.

Rotation of taglines for horse, harness or greyhound racing programming are to align with the requirements of other platforms as used in the horse, harness or greyhound racing space, for example on TV/video platforms rotation of applicable taglines over 12 months is required.

Full Integrations/Odds Integration (Free to Air)

Full Integrations or Odds Integrations are 30-45 second promotional crosses to a wagering representative who reads through the race field and odds. This can be shown graphically and clearly promotes the name of the wagering service provider and their product or service. These crosses are broadcast on free-to-air TV and Video (both broadcast and video on demand services). These currently display safer gambling messaging.

Consistent gambling messaging is to be applied to all odds integrations on free-to-air TV, Video, or video on demand services such as streaming sites, as follows:

- The tagline and standard call to action (*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au*) are to be carried at the bottom of the full frame odds graphic for the entire time the graphic is displayed (approximately 30 seconds);
- The tagline is to be rotated equally across the year;
- The font of the messages must be clear, legible and easy to read with the largest possible font consistent across the whole message, and,
- The wagering representative will read aloud the tagline and modified call to action (*For free and confidential support, call the number on the screen or visit the website*) in the verbal sign-off.

Short Integrations/Market Movers (Free to Air)

Short integrations or market movers is a small graphic on the lower third of the screen which shows the movement on an individual horse's odds for usually approximately 10 seconds. The horse's odds are announced verbally by a wagering representative and also shown graphically. These crosses are broadcast on free-to-air TV and Video (both broadcast and video on demand services).

Consistent gambling messaging is to be applied to all Market Movers graphics broadcast on free-to-air TV, Video or video on demand services such as streaming sites as follows:

- No tagline is required,
- The shortened call to action is to be displayed (*Set a deposit limit*) for the entire time that graphic is displayed during the broadcast of a market mover; and,
- The font of the messages must be clear, legible and easy to read with the largest possible font consistent across the whole message.

Full integrations/Odds integration (Dedicated Racing Platforms)

Full Integrations or Odds Integrations are 30-45 second promotional crosses to a wagering representative who reads through the race field and odds. This can be shown graphically and clearly promotes the name of the wagering service provider and their product or service. These crosses are broadcast on dedicated racing platforms, such as Sky Channel or TAB radio. These currently display safer gambling messaging.

Consistent gambling messaging requirements will apply in the following way for Odds integrations broadcast on dedicated racing platforms such as Sky Channel or TAB radio:

- The consistent gambling messaging tagline and standard call to action (*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au*) are to be carried at the bottom of the full frame odds graphic for the entire time the graphic is displayed (approximately 30-45 seconds);
- The tagline is to be rotated equally across the year;
- The font of the messages must be clear, legible and easy to read with the largest possible font consistent across the whole message, and,
- The wagering representative will read aloud the tagline and modified call to action (*For free and confidential support, call the number on the screen or visit the website*) in the verbal sign-off.

Short Integrations/Market Movers (Dedicated Racing Platforms)

Short integrations or market movers is a small graphic on the lower third of the screen which shows the movement on an individual horse's odds for usually approximately 10 seconds. The horse's odds are announced verbally by a wagering representative and also shown graphically. These crosses are broadcast on dedicated racing platforms, such as Sky Channel or TAB radio.

Consistent gambling messaging is to be applied to all Market Movers graphics broadcast on dedicated racing platforms such as Sky Channel or TAB radio:

- No tagline is required,
- The shortened call to action is to be displayed (*Set a deposit limit*) for the entire time that graphic is displayed during the broadcast of a market mover; and,
- The font of the messages must be clear, legible and easy to read with the largest possible font consistent across the whole message.

Factual odds information displays (Dedicated Racing Platforms)

Factual odds information displays are broadcast on dedicated racing platforms such as Sky Channel or TAB radio which are not promotional in nature, but instead purely detail totalisator and fixed odds information. Such displays may include a logo or branding, but these are discrete and do not overpower the information shown.

As factual odds information displays are not promotional in nature, consistent gambling messaging requirements do not apply.

National Consumer Protection Framework - National Policy Statement: 8. Consistent Gambling Messaging

Measure	Agreed principles	Implementation timeframes
<p>8: Consistent gambling messaging</p> <p>This measure provides for evidence-based, consistent gambling messaging.</p>	<ul style="list-style-type: none"> • <i>Interactive wagering service providers must provide a set of gambling messages for industry to use in its advertising nation-wide.</i> • <i>The same approved gambling message(s) must be used in connection with any interactive wagering service, including as it relates to the following:</i> <ul style="list-style-type: none"> ○ <i>within their customers' 'My Account' window</i> ○ <i>on their websites and internet applications</i> ○ <i>on direct marketing materials</i> ○ <i>on print and broadcast advertising</i> ○ <i>on any sponsorships and promotional activities.</i> • <i>State and territory governments will be able to tailor the gambling message(s) to their own campaigns.</i> • <i>Recognising that terminology of messaging is crucial as a consumer protection measure; the approved gambling message(s) will be designed:</i> <ul style="list-style-type: none"> ○ <i>in collaboration with experts (harnessing new and existing research)</i> ○ <i>in consideration of the jurisdictions in which they will be displayed</i> ○ <i>in consideration of the messages being easily understood by the wide range of consumer groups who make up the intended audience.</i> 	<p>State and territory governments will enact this measure through existing laws, regulations, and licenses.</p> <p>This measure takes effect 6 months from the completion of trialling and testing of its features. In the interim, state and territory requirements apply.</p>