



# National Consumer Protection Framework for Online Wagering

## Supplementary Factsheet

### Consistent gambling messaging – platform definitions and permitted taglines

The consistent gambling messaging measure provides, for the first time, nationally consistent messaging about the risks and potential harm from online wagering.

This messaging must appear on all advertising across all platforms, even if not specifically listed in this guidance. Any questions regarding definitions or application of messaging to particular platforms should be directed to [gambling@dss.gov.au](mailto:gambling@dss.gov.au).

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?

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 of call to action are outlined below:

- **The standard call to action is:** *For free and confidential support call 1800 858 858 or visit [gamblinghelponline.org.au](http://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](http://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.

## Key timeframes

Date	Activity
<b>29 August 2022– 30 October 2022</b>	Stakeholder consultation period on implementation requirements
<b>31 October 2022</b>	Formal notification to wagering service providers to implement the measure.
<b>31 October 2022 – 30 March 2023</b>	States and territories will implement the measure through existing legislation, regulation or ministerial direction.
<b>30 March 2023</b>	The consistent gambling messaging measure must be implemented by all online wagering service providers.

## Further information

If an issue has not been previously raised and considered by the IGC, please email the IGC Secretariat at [gambling@dss.gov.au](mailto: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.

## Certain taglines are permitted for use on certain 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 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 ads	Print ads	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, promotional and in-stadium advertising

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

Any questions regarding what taglines are permitted for use on certain platforms should be directed to the Implementation Governance Committee secretariat at [gambling@dss.gov.au](mailto:gambling@dss.gov.au).

## TV and video advertising

TV and video advertising includes, but is not limited to:

- video advertising broadcast on television (free to air or subscription)
- video advertising broadcast on video-on-demand services such as streaming sites (free or subscription)
- video advertising broadcast or shared on social media sites
- video advertising broadcast or shared online
- program billboard advertising on TV or video.

This encompasses video advertising campaigns on all platforms where this is broadcast or shared.

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.

## Radio advertising

Radio advertising includes, but is not limited to:

- audio advertising broadcast on radio (free or subscription)
- audio advertising broadcast on podcasts (free or subscription).

This encompasses audio-only advertising campaigns on all platforms where this is broadcast or shared.

## In-app

In-app placement describes the use of the suite of taglines in all instances where the existing tagline, 'gamble responsibly' is currently used within wagering service providers smartphone applications.

The tagline and shortened call to action are to be placed in 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.

## Digital advertising

Digital advertising includes, but is not limited to:

- online banner advertising, static or dynamic
- digital display advertising, static or dynamic,
- static pop-ups broadcast on television or online-streaming without audio.

This encompasses all forms of digital advertising campaigns on all platforms where this is broadcast or shared.

It does not include video advertising broadcast on digital platforms, which is categorised as 'TV and video advertising'.

## Print advertising

Print advertising refers to hard copy published advertising in all forms of physical media. This includes, but is not limited to:

- print advertising published in newspapers
- print advertising published in magazines
- print advertising published in brochures
- print advertising published in direct mail.

This encompasses printed advertising campaigns published in all physical or hard-copy forms of media.

## Social Media

Social media advertising refers to all forms (free and paid) of promotional content relating to advertising, marketing and/or communications conducted via social media platforms.

It does include sponsored content, which refers to promotional media paid for by the advertising organisation, but created and shared by another brand, influencer, or publisher. This includes, but is not limited to, sponsored Instagram videos, reels, stories; sponsored TikTok videos; sponsored YouTube videos, amongst others.

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 and shared via social media platforms. These requirements apply to sponsored advertisements the wagering service provider has a reasonable degree of control over.

Direct marketing materials sent via SMS messaging must comply with the requirements for social media advertising. In addition, wagering service providers must consider the obligations associated with promoting BetStop.

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

It does not include video advertising produced by the Wagering Service Provider published on social media platforms, which is categorised as 'TV and video advertising'.

## Websites

Website refers to the wagering service providers website and the use of the suite of taglines in all instances where the existing tagline, 'gamble responsibly' is currently required or displayed.

This includes, but is not limited to:

- On any 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.

## Other - Direct Marketing Materials

Direct marketing materials refers to promotional content distributed directly to consumers of online wagering services by wagering service providers or affiliates.

This includes, but is 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.

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

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.

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

## Other - Horse, harness or greyhound racing programming

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

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.

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.

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