



Thursday 6 April, 2017

## LADBROKES CONVICTED FOR ILLEGAL GAMBLING ADS

Ladbrokes has been convicted and fined \$35,000 and ordered to pay \$50,000 in legal costs for publishing illegal advertising that offered NSW residents inducements to gamble.

It is the second time Ladbrokes has been convicted of breaching NSW gambling advertising laws that aim to reduce risks associated with problem gambling.

The company was sentenced on Wednesday 5 April in Downing Centre Local Court following an investigation by Liquor & Gaming NSW.

The offences related to advertisements on Ladbrokes website, in *The Sydney Morning Herald* and on YouTube to promote the “Odds Boost” and “Odds Boost Extra” features. To take part, people used an online bet slip to increase the favourability of odds for one bet each day in the race of their choice.

The advertising breached the NSW [Betting and Racing Regulation 2012](#). This bans licensed wagering operators from publishing any advertising that offers NSW residents any inducement to participate in gambling activity or open a betting account.

In November 2015, Ladbrokes was fined \$7,500 and ordered to pay \$18,000 in legal costs for similar illegal promotions.

Liquor & Gaming NSW Deputy Secretary Paul Newson said repeated breaches of NSW gambling advertising laws showed a worrying disregard for problem gambling and require a strong response from the regulator.

“It’s concerning that these sophisticated businesses continue to act irresponsibly by publishing advertising that risks causing or worsening problem gambling to boost profits,” he said.

“Other companies that have been convicted of breaching these laws include Tabcorp, Ubet, Unibet, Crownbet, Topbetta, Bet365, Sportsbetting.com.au and ClassicBet Pty Ltd.

“NSW gambling advertising laws restrict inducements to reduce the risk of problem gambling in the community. Persistent breaches of responsible gambling obligations need an escalated response from the regulator to deter future misconduct and to hold senior management to account for governance and compliance failures.

“We want to ensure that senior management of wagering operators show proper regard to responsible gambling obligations and are accountable for the compliance culture within their business. Where we find that directors or senior management are involved in breaches, Liquor & Gaming NSW will consider extending criminal liability to these individuals.”

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