Consumer and Business Services

Authorised Betting Operations Gambling Code of Practice

Gambling Administration Act 2019
Authorised Betting Operations Act 2000

Effective 1 January 2026

Government of South Australia
Consumer and Business Services

Gambling Code of Practice

This code of practice has been issued by the Liquor and Gambling Commissioner (the **Commissioner**) under section 15 of the *Gambling Administration Act 2019* for the purposes of the *Authorised Betting Operations Act 2000* and is inclusive of the advertising code of practice and the responsible gambling code of practice.

A gambling provider, being an authorised interstate betting operator, a licensed bookmaker, a licensed racing club, the holder of the major betting operations licence (SA TAB) or another person involved in an activity to which the *Authorised Betting Operations Act 2000* applies must not contravene or fail to comply with a mandatory provision of the advertising code of practice or the responsible gambling code of practice.

Consumer and Business Services

For any further information or assistance in relation to these codes of practice, contact Consumer and Business Services (**CBS**) Gambling and Associations on 131 882 (and select option 6) or by email at gamblingadministration@sa.gov.au.

Alternatively, written enquiries can be made by mail to:

Consumer and Business Services
Gambling and Associations
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Adelaide SA 5001

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Part 1- Preliminary

1. Scope

This code of practice is prescribed under section 15 of the *Gambling Administration Act 2019*, for the purposes of the *Authorised Betting Operations Act 2000*, and is inclusive of the advertising code of practice and the responsible gambling code of practice.

2. Commencement

This code of practice became operational on 23 December 2021 and was varied on 30 March 2023, 28 September 2023, 28 November 2024 and 1 January 2026.

This version of the Authorised Betting Gambling Code of Practice comes into effect from 1 January 2026, being the date determined by the Commissioner by notice published in the South Australian Government Gazette.

The Commissioner may by further notice in the Government Gazette vary or revoke these codes at any time in accordance with section 15(6) of the *Gambling Administration Act 2019*.

3. Purpose of the code

(1) The purpose of this code of practice is to promote the objects of the *Gambling Administration Act 2019* and, in particular:

(a) to reduce the prevalence and severity of harm associated with the misuse and abuse of gambling activities; and

(b) to foster responsible conduct in relation to gambling and in particular, to ensure that gambling is conducted responsibly, fairly and honestly, with regard to minimising the harm associated with gambling; and

(c) to facilitate the balanced development and maintenance, in the public interest, of an economically viable and socially responsible gambling industry in the State recognising the positive and negative impacts of gambling on communities; and

(d) to ensure that gambling is conducted honestly and free from interference, criminal influence and exploitation; and

(e) to ensure, as far as practicable, that the conduct of gambling is consistent with the expectations and aspirations of the public.

(1a) For the purposes of clause 3(1)(a) harm associated with the misuse and abuse of gambling activities includes:

(a) the risk of harm to children, vulnerable people and communities (whether to a community as a whole or a group within a community)

(b) the adverse economic, social and cultural effects on communities (whether on a community as a whole or a group within a community)

(c) the adverse effects on a person's health or welfare

(d) the adverse effects on a person's family, friends and work colleagues.

(2) The intention of this code of practice is to commit gambling providers to:

(a) ensure that their gambling practices are consistent with the community's expectations that gambling businesses will be conducted in a responsible manner so as to minimise the harm caused by gambling

(b) ensure that their gambling advertising is consistent with the community's expectations that gambling businesses will be conducted in a responsible manner so as to minimise the harm caused by gambling and is socially responsible

(c) consider and implement measures to minimise harm associated with gambling activities

(d) maintain standards of operational practice that, as a matter of course, address harm minimisation

(e) not undertake operational practices involving unacceptable risk of harm.

4. Interpretation

(1) Unless the contrary intention appears, expressions defined in the *Gambling Administration Act 2019* and *Authorised Betting Operations Act 2000* have the same meanings in this code of practice.

account holder means a person for whom a gambling provider has established a gambling account

condensed warning message means the relevant message for the period listed in Schedule 1.

dedicated sports channel means a radio broadcasting service or a television broadcasting service principally operated for the purpose of broadcasting sporting events, or sporting related content.

digital advertising call-to-action-message means the following message – '*Set a deposit limit'* except if gambling advertising includes the tagline as set out in sub-clause (2)(d) in Schedule 2.

digital advertising includes, but is not limited to, online banners, dynamic and static digital displays, static pop-ups (including those that appear on television and video, or on an online platform and which do not include any audio during the advertisement), and direct marketing sent in a digital format (including direct marketing sent via email).

direct marketing includes any advertising, promotion or offer made by, or on behalf of, an interactive wagering service provider directly to a person by means of telephone, email, SMS, text message, post, electronic transmission, data cast or other direct means, including to a telephone, internet or other electronic means that can be used by an account holder to make a bet (but does not include those parts of a telephone, internet or other electronic means that can only be accessed by an existing account holder).

expanded call-to-action message means the following message - '*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au'.*

expanded warning message means the relevant message for the period listed Schedule 1 immediately followed by the following text '*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au*'

gambling advertising means any advertising by a gambling provider of a particular gambling product, products or gambling activity (including to open a gambling account), whether in print or electronic form, including media (internet and all electronic and social media), radio, television, print media, signs and billboards, and any advertising on radio or television in the nature of a plug or endorsement, celebrity commentary, or program content which is in exchange for payment, or some other form of valuable consideration.

gambling provider for the purpose of this code means an authorised interstate betting operator, a licensed bookmaker, a licensed racing club and the holder of the major betting operations licence (SA TAB).

gambling area means the immediate environs of the point of sale for a totalisator product or fixed odds betting product, and a bookmaker's stand or a betting ring.

in-app advertising means, but is not limited to, gambling advertising displayed within sections of a smartphone application containing:

(a) the 'My Account' window

(b) responsible/safer gambling information

(c) the header and/or footer

(d) rotating banners or carousels

(e) articles or 'blog posts'

(f) any other area that is required to include previous responsible gambling messaging.

inducement means any credit, voucher, bonus bet or reward (however described), offered as an inducement to encourage a person to participate, or to participate frequently, in any gambling activity (including as an inducement to open a gambling account, or as an inducement to not close a gambling account).

inspector means a person appointed by the Commissioner as an inspector under the *Gambling Administration Act 2019*.

interactive wagering service means the services provided to an account holder by an interactive wagering service provider.

interactive wagering service provider is an authorised interstate betting operator, a licensed (interactive) bookmaker and the interactive wagering operations of the holder of the major betting operations licence (SA TAB).

licensed bookmaker has the same meaning as in the *Authorised Betting Operations Act 2000.*

licensed (interactive) bookmaker means a person who is the holder of a bookmaker's licence under section 34(2) of the *Authorised Betting Operations Act 2000*, authorised to accept bets made by telephone, internet or other electronic means.

licensed racing club has the same meaning as in the *Authorised Betting Operations Act 2000.*

major betting operations licence has the same meaning as in the *Authorised Betting Operations Act 2000.*

odds integration—racing means a graphical advertising promotion on television or video which displays the odds for a runner in an event, which forms part of a race meeting, for at least 30 seconds and clearly includes the name and/or logo of the interactive wagering service provider of which may be accompanied by a representative of an interactive wagering service provider who verbalises those odds.

on-course totalisator betting licence has the same meaning as in the *Authorised Betting Operations Act 2000.*

permitted external sign means a sign affixed to the outside of a building containing a gambling area or affixed to the outside of a permanent structure within the immediate environs of a building containing a gambling area, which is under the control of the gambling provider, or that gambling provider's agent, that:

(a) displays the gambling provider's logo or name; or

(b) indicates the availability of a gambling activity inside the building.

previous responsible gambling messaging means responsible gambling messaging required to or was being displayed prior to 30 March 2023.

print advertising means gambling advertising published in hard copy in all forms of media, but is not limited to, newspapers, magazines, brochures, direct mail and direct marketing sent in hard copy.

private webpage means a page which a person may gain access only after entering a password, identification number or other form of authentication to verify the person's identity, issued by or registered with a gambling provider.

race meeting means a meeting for conducting thoroughbred, harness or greyhound racing.

radio advertising means gambling advertising broadcast on, but is not limited to, free or subscription-based radio or on podcasts.

required tagline means one of the taglines as set out in:

(a) sub-clause (1) of Schedule 2 for the purposes of clauses 15,16 and 23 of this code of practice; or

(b) sub-clause (2) of Schedule 2 for the purposes of clauses 18,19,20,21,22 and 25 of this code of practice

that is equally rotated over a 12-month period with the other required taglines set out in either sub-clause (1) or (2) of Schedule 2 as applicable.

short odds integration - racing means a graphic display advertising on television or video, which takes up no more than 1/3rd of the screen, and highlights or shows the name of an individual runner in a race as well as its odds or the movement on a runner's odds in an event, which forms part of a race meeting, for no more than 30 seconds and clearly includes the name and/or logo of the interactive wagering service provider of which may be accompanied by a representative of an interactive wagering service provider who verbalises the movement in odds for the runner***.***

social media advertising means all forms of promotional content relating to gambling advertising, marketing (including direct marketing sent by SMS, text message or push notification) and/or communications conducted via social media platforms which is in exchange for payment, or some other form of valuable consideration that the gambling provider has a reasonable degree of control over. For the avoidance of doubt, social media advertising:

(a) includes promotional content created and shared by another person or organisation

(b) excludes video advertising broadcast or shared on social media platforms or online.

social media platforms means, but is not limited to, Instagram videos, reels stories, TikTok videos, YouTube videos**,** Twitter posts.

spotters' fees are amounts paid or payable by commission or otherwise to third parties for attracting or retaining the account holder's business (including the establishment or extension of a credit facility). This includes amounts paid or payable to gambling provider's employees whose remuneration includes a component variable by reference to the account holder's activity. If a spotter's fee is required to be disclosed at a time when the actual amount is not ascertainable, a good faith estimate, identified as such, is required.

television and video advertising means gambling advertising broadcast on, but is not limited to, free or subscription-based television and/or video-on-demand services such as streaming sites or gambling advertising broadcast or shared on social media platforms or online.

television and video advertising short-form call-to-action message means the following message **- '***For free and confidential support, call the number on the screen or visit the website'.*

unsubscribe means to withdraw consent to receiving direct marketing from, or on behalf of, an interactive wagering service provider.

venue-based gambling operations means:

(a) the betting operations conducted by a licensed racing club

(b) the betting operations conducted by a licensed bookmaker at a racecourse on a day on which a licensed racing club is authorised to conduct on-course totalisator betting within that racecourse

(c) the betting operations conducted by the holder of the major betting operations licence:

    a. at an office, branch or agency at which the public may attend to make bets with the licensee for which the Liquor and Gambling Commissioner's approval of the location of the office, branch or agency has been obtained

    b. under agreements with licensed racing clubs on races held by licensed racing clubs and on approved contingencies

    c. on other forms of betting on races held by licensed racing clubs or on approved contingencies.

venue-based gambling provider means a licensed racing club and the venue-based betting operations of a licensed bookmaker and the holder of the major betting operations licence (SA TAB).

virtual gambling area means a webpage, application or a display on an internet-enabled device, which provides for a person to gamble with a gambling provider.

website advertising means gambling advertising displayed within sections of a website containing, but is not limited to:

(a) the 'My Account' window

(b) responsible/safer gambling information

(c) the header and/or footer

(d) rotating banners or carousels

(e) articles or blog posts

(f) any other area that is required to include previous responsible gambling messaging.

5. Mandatory nature of the code

(1) Under section 15 of the *Gambling Administration Act 2019*, the Liquor and Gambling Commissioner (the **Commissioner**) may prescribe advertising codes of practice and responsible gambling codes of practice.

(2) A gambling provider must not contravene or fail to comply with a provision of a code of practice.

(3) For the purposes of section 16 of the *Gambling Administration Act 2019*:

(a) if the letter "**A**", "**B**", "**C**" or "**D**" appears in column B of the table in Schedule 3 next to the listing of a provision, contravention or failure to comply with the provision is declared to be an offence in the category corresponding to that letter

(b) if the letter "**A**", "**B**", "**C**" or "**D**" appears in column C of the table in Schedule 3 next to the listing of a provision, the offence of contravention or failure to comply with the provision is declared to be an expiable offence in the category corresponding to that letter.

6. Application of this code of practice under section 15 of the *Gambling Administration Act 2019*

(1) Part 2 of this code of practice operates as the prescribed advertising code of practice for the purposes of section 15(1)(a) of the *Gambling Administration Act 2019*.

(2) Part 3 of this code of practice operates as the prescribed responsible gambling code of practice for the purposes of section 15(1)(b) of the *Gambling Administration Act 2019*.

(3) The Commissioner may vary or revoke a code of practice or a provision of a code of practice by notice in the Government Gazette.

(4) The Commissioner may, at any time, undertake a review of the codes of practice.

7. Liability for act or default of agent

For the purposes of this code, an act or default of an agent of a gambling provider will be taken to be an act or default of that gambling provider unless the Commissioner is satisfied that the agent acted outside the scope of the agent's actual, usual and ostensible authority, or in a manner inconsistent with obligations imposed by the gambling provider on the agent.

8. Role of peak bodies

A gambling provider may satisfy a code of practice obligation through the actions of a peak body, except in relation to the gambling provider's obligations in respect to training.

A peak body is a genuine association formed to protect or promote the interests of a section of the gambling industry.

Peak body includes, in relation to a person who is an agent of a gambling provider, the principal in the agency relationship, and in relation to a licensed racing club receiving totalisator services from SA TAB, SA TAB.

Part 2 - Required advertising practices

The gambling provider is to ensure that gambling advertising is conducted in a responsible manner that takes into account the potential adverse impact it may have on the community, particularly minors, people experiencing gambling-related harm or at risk of developing negative consequences associated with their gambling.

Gambling advertising must be compliant with applicable state and federal laws and any relevant industry codes of practice.

9. Responsible gambling advertising

(1) The gambling provider must ensure that gambling advertising:

- (a) does not encourage a breach of law
- (b) does not depict children gambling
- (c) is not false, misleading or deceptive
- (d) does not suggest that winning will be a definite outcome of participating in gambling activities
- (e) does not suggest that participation in gambling activities is likely to improve a person's financial prospects
- (f) does not promote the consumption of alcohol while engaging in gambling activities
- (g) must be published in accordance with decency, dignity and good taste
- (h) does not offer any credit, voucher or reward as an inducement to participate, or to participate frequently in any gambling activity (including as an inducement to open a gambling account, or as an inducement to not close a gambling account)

(i) that includes any inducement offered with a disclaimer that the offer is not available to South Australian residents, is to the greatest extent practicable not published or communicated in SA

(j) does not make claims related to winning or the prizes that can be won that are not based on fact, are unable to be proven or that are exaggerated

(k) does not suggest that a player's skill can influence the outcome of gambling activity in relation to gambling where a player's skill cannot influence the outcome of the gambling activity

(l) does not exaggerate the extent to which skill can influence the outcome of gambling activity in relation to betting where the outcome does not involve an element of lottery

(m) does not include images of cash, or images suggestive of increased account balances

(n) does not include the expressions "Win" or "$", unless these expressions specifically relate to a prize that has been determined or is payable, or to an estimate of a prize which can be won.

(2) For the purposes of this clause, the gambling provider will not be regarded as advertising when:

(a) the gambling provider sends communication direct to an account holder, and the account holder has provided their express consent to receiving advertising material

(b) the gambling provider draws attention, on a private webpage, to its gambling products or gambling activities

(c) the gambling provider draws attention, in printed point of sale material, to its gambling products or gambling activities.

(3) The gambling provider must keep a copy (in print or electronic form) of any gambling advertising, including advertising of acceptable trade promotion lotteries, available for inspection for a period of 12 months following the conclusion of the advertising campaign.

10. Prize promotions and advertising

(1) Gambling advertising that refers to, or relies on prizes which are available to be won, or the frequency the prize may be won (whether or not the prize is a prize of money)—

(a) must include sufficient information for a reasonable person to understand the overall return to player or odds of winning; and

(b) if intended to encourage a person to gamble during a particular period, include sufficient information for a reasonable person to appreciate how likely it is that the prize will be won by someone during that period.

(2) If, in seeking to comply with this clause, the gambling provider:

(a) calculates the theoretical number, value and frequency of prizes to be won

(b) in the advertising suggests an outcome no less favourable to the gambling provider than that theoretical outcome; and

(c) obtains an actual outcome more favourable than that which was advertised,

the gambling provider will still be regarded as complying with this clause.

(3) Sub-clause (1)(a) does not apply to advertising of a trade promotion lottery offered in conjunction with the purchase of a gambling product if the odds or chance of winning the lottery are affected by the number of entrants, or dependent on similar factors beyond the control of the gambling provider.

11. Permissable advertising of inducements and complimentary gambling products

(1) Despite clause 9(1)(h), the gambling provider may advertise an inducement for participation in an acceptable loyalty program by drawing attention to the name of the loyalty program, its availability to customers and the benefits to members of the program, as long as the customer is directed to the program's full terms, conditions and benefits that are published on a public website, or on signs in or near a gambling area, or in a document available in or near a gambling area.

(2) Despite clause 9(1)(h), the gambling provider may advertise an inducement in the form of participation in an acceptable trade promotion lottery (*see clause 36*), or of the offering of a complimentary gambling product.

(3) For the purpose of sub-clause (2) above, the gambling provider may only advertise an inducement as a complimentary gambling product in the form of a bonus bet, if:

(a) the inducement advertised is only available for a bet placed on a racing event and not a bet placed on any other sport or fixture; and

(b) the advertisement has been published or communicated on a platform which provides predominantly thoroughbred horse, harness or greyhound racing (that is, dedicated racing television channels, websites, written publications or radio stations and within the boundaries of racetracks); and

(c) the advertisement has been published or communicated on the part of the platform that exclusively contains racing-related content.

12. Mandatory warning messages - venue-based gambling operations

(1) Expanded warning messages must be included in gambling advertising by a venue-based gambling provider unless the inclusion of the expanded warning message in that particular advertising would be unreasonable or impracticable.

(2) If gambling advertising does not include an expanded warning message as required by sub-clause (1), the gambling advertising must include the condensed warning message.

(3) Despite clause (12)(2), gambling advertising by a venue-based gambling provider may include the text *For free and confidential support call 1800 858 858 or visit gamblinhelponline.org.au* only where inclusion of the condensed warning message is unreasonable or impracticable.

(4) When a mandatory warning message is included in gambling advertising by a venue-based gambling provider, the manner of its inclusion must be consistent with the message being a warning message.

(5) Social media advertising by a venue-based gambling provider which is posting of 160 characters or less must be concluded with the condensed warning message.

(6) Social media advertising by a venue-based gambling provider which is a posting of more than 160 characters must be concluded with the condensed warning message and the following text '*Gambling Helpline 1800 858 858*'.

(7) A venue-based gambling provider may use the applicable tagline and call-to-action as required by clauses 16, 17, 18, 19, 20, 21, 22 or 25 (depending on the medium that the gambling advertising is displayed) instead of the mandatory warning messages as required by sub-clause (1) or (2).

13. Advertising on radio and television - general

(1) Gambling advertising must not be placed on radio between 6.00am and 8.30am, Monday to Friday (both days inclusive). This clause does not apply to gambling advertising on a dedicated sports channel.

(2) Gambling advertising must not be placed on television between 4.00pm and 7.30pm, Monday to Friday (both days inclusive). This clause does not apply to gambling advertising on a dedicated sports channel.

14. Advertising on radio and television - venue-based gambling operations

(1) Despite clause 12, gambling advertising by a venue-based gambling provider on radio may be accompanied by the condensed warning message and in the case of a plug or commentary, must end with the condensed warning message and the national Gambling Helpline number 1800 858 858.

(2) Despite clause 12, gambling advertising by a venue-based gambling provider on television that is longer than 15 seconds, must be accompanied by the expanded warning message and in the case of a plug or commentary, must end with the condensed warning message and the national Gambling Helpline number 1800 858 858.

(3) A mandatory warning message announced on radio or television, for the purposes of sub-clause (1) or (2) must be spoken in a neutral tone, at a speed that is clear and easily understood and otherwise presented in a way which reflects the importance of a warning message.

(4) In respect to gambling advertising by a venue-based gambling provider, the gambling provider must ensure, through instructions about their obligations under this code, that a mandatory warning message is appropriately respected for gambling advertising in live announcements and when mentioned by announcers before or after the broadcast of its gambling advertising.

(5) A mandatory warning message appearing in gambling advertising by a venue-based gambling provider on television must occupy at least 25% of the screen area for at least 1/6th of the length of the advertisement or occupy the whole screen area for at least 1/10th of the length of the advertisement.

(6) The mandatory warning message must be spoken at the same time as it appears on a television screen.

(7) Clauses 14(4) and (5) do not apply where gambling advertising appears on television only because the broadcast image is of a public event at which the advertising has been placed.

(8) A venue-based gambling provider may use the applicable tagline and call-to-action as required by clause 16 in the case of television and video advertising, or clause 17 in the case of radio advertising instead of the mandatory warning messages as required sub-clause (1) or (2).

15. Additional requirements for print media, outdoor and other forms of advertising - venue-based gambling operations

(1) If the condensed warning message is used in advertising by a venue-based gambling provider to which this clause applies, it must be accompanied by the following text - *Gambling Helpline 1800 858 858*.

(2) In print gambling advertising by a venue-based gambling provider, the mandatory warning message must be presented in a font and colour with sufficient contrast as to make it distinct and must occupy at least 10% of the space occupied by the advertising unless the gambling advertising includes the applicable tagline and/or call-to-action as required by clause 20.

(3) In outdoor gambling advertising by a venue-based gambling provider (other than a permitted external sign) the mandatory warning message must be presented in a font and colour with sufficient contrast as to make it distinct, and must occupy at least 10% of the space occupied by the advertising unless the gambling advertising includes the applicable tagline and/or call-to-action as required by clause 25.

(4) Gambling advertising by a venue-based gambling provider in the form of a permitted external sign need not be accompanied by a mandatory warning message.

(5) An outdoor or indoor display or sign at a venue for any sort of event which is broadcast on television; or for an event on which betting takes place, the mandatory warning message must be presented in a font and colour with sufficient contrast as to make it distinct and must occupy at least 10% of the space occupied by the advertising.

(6) If the gambling advertising referred to in sub-clause (5) is presented by means of a display which is constantly moving, scrolling or changing, or is capable of immediate or scheduled systematic changes, the mandatory warning message must be presented in a font and colour with sufficient contrast as to make it distinct and must occupy at least 25% of the space occupied by the advertising.

(7) Venue-based gambling providers must ensure that participants do not wear its logo on occasions when they are engaging solely or mainly with minors.

(8) Gambling advertising by a venue-based gambling provider must not occur at Cinemas when films rated G, PG, M or MA(15+) are showing.

16. Television and video advertising - interactive wagering services

(1) Television and video advertising by an interactive wagering service provider must include:

(a) a voiceover of a required tagline and the television and video advertising short-form call-to-action message spoken slowly, calmly and evenly paced at the end of the advertisement with a perceptible pause between those messages and any other content that forms part of the advertisement.

(b) a display of the same required tagline used for the purposes of sub-clause (1)(a) and the expanded call-to action message on the screen presented in the required format that

occupies the majority of the screen at the end of the advertisement, for the same period for which the messages are being spoken as required by sub-clause (1)(a).

(2) Despite sub-clause (1)(a), television and video advertising that is 15 seconds or less, may not include the short-form call-to-action message

(3) In this clause—

required format means messages displayed as proportionate and relative to an A4 size landscape canvas on a black background with white text that includes—

(a) the required tagline displayed in upper case Arial bold 60pt which occupies at least 1/3rd of the canvas; and

(b) the expanded call-to-action message displayed in sentence case Arial bold 40pt which occupies at least 1/3rd of the canvas.

(4) A canvas of a different size to that described in sub-clause (3) must be proportionate and relative, regardless of orientation, to the formats as described in sub-clauses (3)(a) and (b).

17. Radio advertising - interactive wagering services

(1) Radio advertising by an interactive wagering service provider must include a required tagline and the expanded call-to-action message spoken slowly, calmly, and evenly paced at the end of the advertisement with a perceptible pause between those messages and any other content that forms part of the advertisement.

(2) Despite sub-clause (1), radio advertising that is 15 seconds or less, may not include the expanded call-to-action message.

(3) Despite sub-clause (1), radio advertising that is greater than 15 seconds, may not include the following which forms part of the expanded call-to-action message: ‘call 1800 858 858 or’.

18. In-app advertising - interactive wagering services

(1) In-app advertising must include a required tagline and the digital advertising call-to-action message displayed in the required format in at least one of the following locations:

(a) at least one banner on a rotating carousel

(b) permanently at the bottom of the home page

(c) permanently below the bet slip section of the application.

(2) In this clause:

required format means black text on a white background with the largest possible font so that the messages are clear, legible and easy to read.

19. Digital advertising - interactive wagering services

(1) Digital advertising by an interactive wagering service provider that is in the form of dynamic advertising must include the display of a required tagline and the digital call-to-action message presented in the required format in the final frame of the advertisement.

(2) Digital advertising by an interactive wagering service provider in the form of static advertising must include a relevant tagline and the digital call-to-action that appear distinctly separate from the advert. so as not to be confused with the message contained within the advertisement.

(3) In this clause:

(a) ***required format*** means messages displayed in black text on a white background as proportionate and relative to an A4 size landscape canvass that includes—

(i) the required tagline displayed in upper case Arial bold 60pt which occupies at least 1/3rd of the canvas

(ii) the digital call-to-action message in sentence case Arial bold 40pt which occupies at least 1/3rd of the canvas

(b) a canvas of a different size to that described in sub-clause (3)(a) must be proportionate and relative, regardless of orientation, to the formats as described in sub-clauses (3)(a)(i) and (3)(a)(ii).

20. Print advertising - interactive wagering services

(1) Print advertising by an interactive wagering service provider must include a required tagline and the expanded call-to-action message that appear distinctly separate from the advert presented in the required format.

(2) In this clause:

required format means black text in the largest font possible consistent across the whole message on a white background.

21. Social media advertising - interactive wagering services

(1) Social media advertising by an interactive wagering service provider which is a posting of more than 160 characters must include a required tagline and the expanded call-to-action message presented in the required format.

(2) Social media advertising which is a posting of 160 characters or less must include a required tagline line and the digital advertising call-to-action message presented in the required format.

(3) Despite sub-clause (2), the digital advertising call-to-action message may be presented in black text on a white background in a linked post which appears immediately after the post that contains gambling advertising and the required tagline.

(4) Despite sub-clauses (1) and (2), if the social media advertising is in the form of a push notification, the requirements of sub-clauses (1) or (2) may be included in a separate standalone push notification that is sent immediately following the push notification that includes the social media advertising and in any case within 30 seconds of the push notification that included the social media advertising.

(5) In this clause:

required format means black text on a white background at the end of the advert so that the messages are clear and easy to read.

22. Website advertising - interactive wagering services

(1) Website advertising by an interactive wagering service provider must include a required tagline and the expanded call-to-action message presented in the required format so as not to be confused with content related to wagering.

(2) If the website advertising is presented on a rotating banner or carousel, the requirements of sub-clause (1) must be included in the final frame of the rotating banner or carousel.

(3) In this clause:

required format means messages displayed in the largest possible font consistent across the whole message in black text on a white background which is clear and easy to read.

23. Odds integration - racing

(1) Odds integration - racing must include:

(a) a required tagline and the expanded call-to-action message on the bottom of the odds integration graphic presented in the required format for the entire time that the graphic is displayed on the screen.

(b) the required tagline and the television and video advertising short-form call-to-action message verbalised by the representative of the interactive wagering service provider, if one has been used to accompany the odds integration graphic, immediately before the end of the time that the odds integration graphic is displayed.

(2) In this clause:

required format means the largest font possible which must be clear, legible, easy to read and consistent across the whole message.

24. Short odds integration - racing

(1) Short odds integration - racing must include the digital advertising call-to-action-message in the required format for the entire time that the graphic is displayed on the screen.

(2) In this clause ***required format*** means the largest font possible which must be clear, legible, easy to read and consistent across the whole message.

25. Other form of advertising - interactive wagering services

(1) An outdoor or indoor display or sign at a venue for any sort of event which is broadcast on television, or for an event on which betting takes place, that includes gambling advertising for an interactive wagering service provider, must include a required tagline and the expanded call-to-action message presented in the required format that is distinct from the gambling advertising.

(2) If the gambling advertising referred to in sub-clause (1) is presented by means of a display which is constantly moving, scrolling or changing, or is capable of immediate or scheduled systematic changes, the tagline and expanded call-to-action must be presented in the required format and must occupy at least 25% of the space occupied by the advertising.

(3) Interactive wagering service providers must ensure that participants do not wear its logo on occasions when they are engaging solely or mainly with minors.

(4) Gambling advertising by an interactive wagering service provider must not occur at Cinemas when films rated G, PG, M or MA(15+) are showing.

(5) In this clause:

required format means messages displayed in the largest possible font consistent across the whole message either with black text on a white background or white text on a black background. which is clear and easy to read.

(6) Despite sub-clause (1), a tagline is not required to be equally rotated over a 12-month period with the other required taglines set out in either clause (1) or (2) of Schedule 2 as applicable.

26. Live odds

(1) Gambling advertising placed on radio or television which encourages betting on a form of gambling that:

(a) quotes a price; or

(b) draws attention to the time period in which the form of gambling is available; or

(c) draws attention in any way to the availability of the form of gambling; or

(d) otherwise encourages the betting

must comply with the following communications and media industry codes of practice as registered by the Australian Communications and Media Authority from time to time:

- Subscription Broadcast Television Codes of Practice
- Subscription Narrowcast Television Codes of Practice
- Subscription Narrowcast Radio Codes of Practice
- Commercial Radio Code of Practice
- SBS Codes of Practice
- Free TV Commercial Television Industry Code of Practice
- Subscription Broadcast Television Codes of Practice.

(2) Gambling advertising placed on an online platform which encourages betting on a form of gambling that:

(a) quotes a price; or

(b) draws attention to the time period in which the form of gambling is available; or

(c) draws attention in any way to the availability of the form of gambling; or

(d) otherwise encourages the betting

must comply with the *Broadcasting Services (Online Content Service Provider Rules) 2018* (Commonwealth).

Part 3 - Responsible gambling practices

The gambling provider must ensure that their general gambling practices are consistent with community expectations that gambling operations will be conducted responsibly and in a manner that minimises the harm caused by gambling, and is socially responsible.

The gambling provider must conduct their business in accordance with all applicable State and Federal laws and legal requirements, and co-operate with regulatory bodies and government agencies in all matters, including compliance with legal obligations.

27. Responsible gambling operations

(1) The gambling provider must, for all gambling areas, virtual gambling areas, gambling telephone lines and internet sites, through which it provides its gambling products, ensure the existence of a document or documents (whether hard copy or otherwise) detailing:

(a) the manner in which staff training and measures for interventions with people displaying indicators of gambling harm are implemented

(b) the roles of staff (by job title) in the implementation of this code.

(2) A document required by sub-clause (1) may be incorporated with any other operational document maintained by the gambling provider but must be made known to and readily available to staff and staff must be trained and ensure compliance with the documents.

(3) The gambling provider must develop and implement effective policies and procedures that enable staff to:

(a) identify people displaying indicators of gambling harm by, but not limited to, reviewing player accounts for risky patterns of play (e.g. increase in frequency of betting, increase in bet size), reviewing pre-commitment arrangements (including requests to increase limits), and reviewing customer communication (written and verbal) that may indicate the person may be experiencing harm due to their gambling; and

(b) respond to people displaying indicators of gambling harm by engaging in a conversation about their gambling behaviour, offering pre-commitment and barring options, and referring them to a gambling help service; and

(c) ensure staff are trained in and carry out their functions in accordance with such policies and procedures.

(4) The gambling provider must establish a reporting process for the identification of and interaction with people displaying indicators of gambling harm by staff and the recording of their details. This record must be reviewed by a manager (however described) at least weekly, including the details of the review and any steps taken to intervene. Any data captured by this system may only be used for the purpose of harm minimisation and no other purpose.

(5) The record of people displaying indicators of gambling harm must include sufficient detailed information to enable staff in gambling areas to identify the patron and must be readily available to staff at any time and the Commissioner or an Inspector upon request.

(6) If any loyalty program data or account data indicate that a person may be at risk of harm from gambling, a gambling provider must limit the person's gambling activities (e.g. by suspending the account) until the customer is able to verify that they are able to sustain an increased level of gambling.

(7) If a person requests voluntary exclusion, the gambling provider must bar the person forthwith in accordance with Part 6 of the *Gambling Administration Act 2019*.

(8) If a third party requests involuntary barring of a gambler, the gambling provider must promptly make a considered decision.

(9) The gambling provider must document and implement procedures to ensure that enquiries about barring (regardless of who initiates them) and approaches for the making of barring orders, are responded to in a manner that is informative, timely and culturally appropriate, with the aim of dealing with an in-venue approach while the person is in the venue and dealing with telephone enquiries in one call where possible, using an interpretation service if required.

(10) The gambling provider may make flexible informal arrangements with patrons, only if the arrangements limit, manage or control a gambler's access to gambling and the gambling provider reasonably expects that informal arrangements would be beneficial for the gambler. This clause does not apply if a person requests a voluntary exclusion.

(11) The gambling provider must note the details of any informal arrangements, including details of any agreed pre-commitment arrangements, and make them available to the Commissioner upon request.

(12) All staff involved in selling the gambling provider's gambling products, or otherwise dealing with customers must log into the barring register each time when on duty or be provided with a current consolidated barring list from the barring register to review any new or updated barring information.

(13) The gambling provider must ensure that at least one employee has "Administrator" access for the purpose of updating and registering information into the barring register within the prescribed timeframe.

(14) The gambling provider must ensure that any loyalty program database, account holders' database or any like list identifies a person who is excluded (whether by formal barring order or otherwise) and ensures that a person is not sent any marketing communications.

(15) The gambling provider must take reasonable steps to ensure that staff displaying indicators of gambling harm (involving any sort of gambling) are identified and referred for counselling, support or therapy.

(16) The gambling provider (other than an interactive wagering service provider) must ensure that there is adequate natural or artificial lighting in gambling areas to enable clocks and signs to be easily read and the faces of people within the gambling area to be easily identified.

(17) The gambling provider (other than an interactive wagering service provider) must not permit a second-hand dealer or pawnbroker to conduct business in gambling areas.

28. Customer information and signage in gambling areas

(1) The gambling provider (other than an interactive wagering service provider) must:

(a) ensure the prominent display of the following text '*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au*' on or near each point of sale of its gambling product and on any electronic display in a gambling area which is used for displaying venue generated messages in the nature of internal advertising

(b) in each gambling area display prominently a message indicating that gambling operations are governed by a code of practice and ensure that a copy of this code is made available on request

(c) ensure that a quantity of Gambling Helpline cards are available on or near each ATM and other places throughout gambling areas; and

(d) ensure that the time of day is prominently displayed and visible throughout gambling areas.

(2) The gambling provider must:

(a) prominently display and renew responsible gambling materials (including a poster and pamphlet) in gambling areas in a form which includes the expanded warning message, or if it is not reasonable or practicable to include the expanded warning message, the following text '*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au*'; and

(b) make available its responsible gambling poster written in English, Arabic, Chinese, Greek, Italian, Vietnamese, and any other relevant language.

(3) If a gaming machine or casino licensee is also the agent of SA TAB and has placed additional responsible gambling signage and a multi-lingual sign in areas which are gambling areas for the purposes of SA TAB, SA TAB is deemed to have complied with the requirements of sub-clauses (1) and (2).

29. Self-service terminals

(1) If the gambling provider installs, in a place in which it is otherwise authorised to provide its gambling product, a device which allows customers to purchase the gambling product and process winnings without the assistance of an operator, the gambling provider must ensure that:

(a) subject to sub-paragraph (b), the device is configured to allow the gambling product to be purchased using a customer's gambling account

(b) if the device is configured to allow the gambling product to be purchased other than by using a gambling account, enhanced responsible gambling measures approved by the Commissioner in respect of the device (or class of device) are being implemented; and

(c) if the device is able to be operated by the insertion of cash:

(i) the device must have a maximum cash deposit limit of $100

(ii) the device must have pause functionality if the gambling provider's staff suspect the customer may be under the age of 18 years old, may be barred, is demonstrating difficulty controlling their gambling or is intoxicated

(iii) the device must display the relevant expanded warning message on the screen at no more than 10-minute intervals; and

(iv) the device must display the relevant expanded warning message alternating with the condensed warning message and the national Gambling Helpline number 1800 858 858, at the bottom of the screen at all times, at no more than 10-minute intervals

(v) when the device's screen has been idle for a period of time, the length of which is approved by the Commissioner, a message must be displayed including:

A. a statement that the device is restricted to people aged 18 or more (18+ only)

B. a statement that the device is regulated by state law and codes of practice and that it is subject to inspection by an agency of the State, along with advice as to a telephone number to call to register a complaint; and

(vi) the device must have the functionality to send high volume alerts, at levels approved by the Commissioner, to the gambling provider's staff, for the purpose of monitoring patrons who may be demonstrating behaviours indicative of gambling harm controlling their gambling; and

(vii) the device must be installed in line of sight of the gambling provider's staff; and

(viii) there must be electronic surveillance of the device with recordings to be kept for a period of time approved by the Commissioner.

30. Customer interaction and help information

(1) The gambling provider must take all reasonable steps to ensure that a patron who demonstrates difficulty in controlling their personal expenditure on gambling products has their attention drawn to the name and telephone number of a widely available gambling help service.

(2) The gambling provider must:

(a) identify a gambling rehabilitation agency that their patrons and families can readily access (including the location of the agency and a direct number to a contact person at the agency)

(b) ensure that staff are sufficiently informed about the identity and location of the gambling rehabilitation agency so as to be able to direct patrons to the agency; and

(c) ensure that management level contact is established and maintained with the gambling rehabilitation agency about matters relating to gambling harm.

31. Account holder information and signage for virtual gambling areas

(1) The gambling provider must in each virtual gambling area:

(a) display prominently a message indicating that its gambling operations are governed by a code of practiced

(b) ensure that a copy of this code is available from the webpage or screen that constitutes the virtual gambling area.

(2) The gambling provider must provide prominent access to its responsible gambling materials on each website which includes a virtual gambling area.

(3) The gambling provider must at the time of establishing a gambling account indicate that its gambling operations are governed by a code of practice and provide its responsible gambling materials (including a printed or electronic pamphlet) to the account holder.

(4) For the purposes of sub-clauses (2) and (3), the gambling provider must:

(a) publish its responsible gambling materials in a form which includes the contents of a Gambling Helpline card

(b) make available a short form of its responsible gambling materials written in English, Arabic, Chinese, Greek, Italian, Vietnamese, and any other language which the gambling provider considers appropriate.

(5) The gambling provider must take all reasonable steps to ensure that an account holder who demonstrates difficulty in controlling their personal expenditure on gambling products has their attention drawn to the name and telephone number of a widely available gambling help service.

(6) The gambling provider must reinforce its responsible gambling policy in account holder newsletters and other communications.

32. Alcohol and gambling

(1) In gambling areas, gambling providers must take all practicable steps:

(a) to prevent a person from being allowed to gamble if their speech, balance, coordination or behaviour is noticeably affected and it is reasonable to believe that the affected speech, balance, coordination or behaviour is the result of the consumption of liquor or some other substance

(b) to prevent a person entering or remaining in a gambling area if their speech, balance, coordination or behaviour is noticeably affected and it is reasonable to believe that the affected speech, balance, coordination or behaviour is the result of the consumption of liquor or some other substance

(c) to ensure that liquor is not supplied to reward, promote or encourage continued gambling.

(2) The gambling provider which is operating a gambling telephone line must take all practicable steps to prevent a person from being allowed to gamble if the person's speech, coordination or behaviour is noticeably impaired and it is reasonable to believe that the impairment is the result of the consumption of liquor or some other substance.

33. Inducements

(1) The gambling provider must not offer or provide any inducement directed at encouraging a person to gamble.

(2) Sub-clause (1) does not apply to:

(a) the offering or provision of participation in an acceptable loyalty program (*see clause 34*)

(b) the offering or provision of participation in an acceptable trade promotion lottery (*see clause 36*), by drawing attention to the prizes

(c) the offering or provision of a complimentary gambling product, and in respect of an interactive wagering service provider, only if winnings from a bet made with a complimentary gambling product can be withdrawn by an account holder without being subject to a requirement that the account holder continue to bet with those winnings

(d) the offering or provision of an inducement on platforms which contain exclusively thoroughbred horse, harness or greyhound racing content

(e) the offering or provision in a gambling area of complimentary non-alcoholic beverages and refreshments of nominal value

(f) the offering or provision of an inducement in respect of a pre-commitment trial approved by the Commissioner, subject to the terms of the approval.

34. Acceptable loyalty programs

(1) A loyalty program is an acceptable loyalty program if it is a structured program which:

(a) is conducted in accordance with published terms and conditions

(b) is advertised in a manner consistent with the advertising requirements for the gambling providers gambling products

(c) offers rewards proportionate to gambling activity (including non-monetary privileges attached to tiers in a stepped rewards system)

(d) offers regular activity statements

(e) includes a facility for predictive monitoring of the patterns of gamblers' gambling activity, with the purpose of intervening in cases where there is a risk of problem gambling, which provides in respect of each person participating in the loyalty program:

(i) the identification of changes of significance between the most recent month (whether or not a calendar month) and past months of the amount of money spent

(ii) the amount of time spent

(iii) the intensity of the person's activity, with parameters which are able to be adjusted to produce a manageable number of cases for consideration of intervention.

(f) offers "high value patron" status only to those who meet the amounts set out in clause 35(1), and on periodic review, maintain numerical and narrative test of high value play

(g) it has been approved by the Commissioner in terms of its rules, conditions, promotions, predictive monitoring processes and the manner in which it is to be advertised and promoted.

35. High value patrons

(1) In addition to clause 34(f) the gambling provider may offer "high value patron" status to a gambling customer whose expected annual gambling activity will exceed $20,000 net expenditure over a year, or $200,000 gross turnover over a year when assessed on the most recent three months of activity, or by another method approved by the Commissioner and predictive monitoring measures are in place in relation to these customers.

(2) The gambling provider must be satisfied that a person to which this clause applies has the means or resources to sustain the expected level of gambling activity indefinitely.

36. Acceptable trade promotion lotteries

(1) A lottery is an acceptable trade promotion lottery if:

(a) being a trade promotion lottery within the meaning of the Lotteries Regulations 2021, it is a licensed lottery or a permitted lottery under the *Lotteries Act 2019*

(b) its dominant purpose is to reward or retain existing patrons, rather than attracting new patronage or encouraging patrons to gamble more than they would otherwise

(c) the advertising is limited to promotion to account holders, on a private webpage on the gambling provider's own website, by direct communication to customers that have expressly agreed to receiving advertising, within gambling areas and, on platforms which provide predominantly thoroughbred horse, harness or greyhound racing content and the advertisement has been published or communicated on the part of the platform that exclusively contains racing-related content (*see clause 11*)

(d) the advertising of the promotion draws attention to the prize(s) of the promotion, rather than the gambling product itself

(e) the promotion does not encourage people to gamble for a minimum period or for a minimum amount to qualify for a reward or benefit

(f) in respect of an authorised lottery referred to in (a) above, it has been approved by the Commissioner in terms of its rules, conditions and the manner in which it will be advertised.

37. Gambling accounts

Where this clause, and any following clauses, makes reference to account holders being able to place a bet with interactive wagering service providers or gambling providers providing gambling services by telephone, internet or other electronic means, this is a reference to a means of communicating at a distance by the use of electronic devices.

(1) The gambling provider must not provide gambling services to a person in South Australia by telephone, internet or other electronic means unless the gambling provider has established a gambling account for the person.

(2) If the gambling provider has established a gambling account for a person:

(a) subject to clause 38:

(i) the account may only be credited with funds deposited by the person, or at the person's direction from a third party (not being a person in a close associate relationship with the gambling provider)

(ii) the account must not be allowed to have a negative balance.

(b) the terms and conditions governing the account must not operate:

(i) to impose a waiting period on withdrawals from the account

(ii) to allow funds pending withdrawal to be used for gambling

(iii) to require a particular level of gambling, or a particular use of funds in the account, as a condition of withdrawal.

(c) the gambling provider must ensure that its business systems:

(i) facilitate withdrawals from the account as soon as practicable

(ii) do not allow funds pending withdrawal to be applied to any purpose other than the withdrawal

(iii) do not allow the establishment or extension of a credit facility while there are funds pending withdrawal.

(3) Sub-clause (2) does not operate:

(a) to preclude the following routine transactions on a gambling account:

(i) the crediting of winnings or prizes, the making of refunds, the re-settling of bets on the outcome of a protest or like transaction

(ii) the redemption of rewards as part of the operation of an acceptable loyalty program

(iii) the redemption of prizes won in an acceptable trade promotion lottery

(iv) the making of ex gratia payments resolving complaints or disputes.

(b) to preclude a gambling provider from implementing:

(i) procedures reasonably necessary to ensure compliance with laws relating to the handling of money or the reporting of financial transactions

(ii) procedures required by or under the licence or other authority authorising the gambling provider to conduct its gambling business

(iii) procedures for the holding of a major prize pending identification of those entitled to claim the prize.

(c) to preclude a gambling account having a negative balance as the result of the reversal of an individual transaction.

38. Credit gambling

(1) Subject to any regulatory provision prohibiting or regulating the extension of credit for gambling, the gambling provider may only establish or extend a credit facility for an account holder if:

(a) the account holder has requested the establishment or the extension in writing

(b) the gambling provider has disclosed all spotters' fees relating to the establishment or extension

(c) an acceptable due diligence process, including 'know your customer' requirements has been completed.

(2) If a credit facility has been established for an account holder:

(a) the account holder must not be allowed access to the credit facility until the account holder has set a relevant limit

(b) if the credit facility is extended:

(i) the account holder must not be allowed access to the extension of the facility until a positive step has been taken by the account holder to review the relevant limit

(ii) pending compliance with sub-paragraph (1), the relevant limit must be capped at $500.

(c) the terms and conditions of the facility, or the conduct of the gambling provider, must not operate to require a particular level of activity in order to maintain the facility

(d) the terms and conditions of the facility must operate to limit the gambling provider's credit recovery activities to the extent of the reasonable expectations identified in the acceptable due diligence process

(e) the gambling provider must not extend the credit facility at any time when the credit facility is not maintained in good standing in the manner identified in the acceptable due diligence process

(f) the relevant limit must not exceed the prudential limit identified in the acceptable due diligence process.

(3) The gambling provider must not solicit a request for the establishment or extension of a credit facility, except:

(a) by inclusion in its advertising of a statement that the gambling provider offers credit gambling to account holders subject to completion of a due diligence process

(b) by publication of the terms and conditions on which it offers credit gambling.

(4) For the purposes of this clause, an acceptable due diligence process is a documented process undertaken by a gambling provider directed to providing reasonable assurance in respect of an account holder as to:

(a) the extent to which the account holder can afford to gamble on credit before experiencing harm

(b) the routine payments the account holder can afford to make to maintain the credit facility in good standing

(c) the times in which it would be reasonable to expect the account holder to satisfy a demand for payment in respect of the whole or part of the facility (credit recovery activities)

(d) the account holder's maximum prudent weekly gambling expenditure (the "prudential limit")

having regard, after reasonable enquiry, to the account holder's means and other circumstances.

(5) For the purposes of this clause:

(a) a relevant limit is a weekly limit set under clause 41

(b) if a relevant limit (*as defined in clause 41(8)*) is assessed by reference to deposits made to the account during the period (*set under clause 41(3)(b)*), the account holder will be deemed (for the purpose of determining whether the limit has been reached) to have made deposits to the same extent as he or she has accessed credit.

(6) This clause does not apply to interactive wagering service providers.

39. Direct marketing by interactive wagering service providers

(1) An interactive wagering service provider, or a person acting on behalf of an interactive wagering service provider, must not send any direct marketing to a person unless that person has provided their express consent to receive direct marketing.

(2) An interactive wagering service provider, or person acting on behalf of an interactive wagering service provider, must not require a person to consent to, or take additional steps to opt-out of, receiving direct marketing in order to:

(a) open an account

(b) access an account

(c) use an account

(d) use any functions associated with an account.

(3) An interactive wagering service provider, or person acting on behalf of an interactive wagering service provider, must not provide direct marketing to person who has consented to receive direct marketing unless that person can unsubscribe and the process of unsubscribing is easy to access and use.

(4) An interactive wagering service provider, or a person acting on behalf of an interactive wagering service provider, must not send direct marketing to a person at any time after 5 business days from the day it has received notification from the person that they have unsubscribed.

(5) An interactive wagering service provider must not provide any credit, voucher or reward or other benefit to encourage a person to consent or to continue to receive direct marketing.

40. Account closure and duplicate accounts

(1) An interactive wagering service provider must not provide wagering services to an account holder unless the process available to the account holder for closing their gambling account with the interactive wagering service provider:

(a) is clearly explained and prominently displayed on:

(i) the interactive wagering service provider's website

(ii) where an account holder is able to place a bet, either on the account holder's 'My Account' window or its equivalent

(b) is simple and easy for the account holder to use

(c) allows the account holder to make a request to close their gambling account by telephone, email and where the account holder is able to place a bet using a telephone, internet or other electronic means, using that telephone, internet service or other electronic means

(d) results in the closure of the account holder's gambling account as soon as practicable after the request is received by the interactive wagering service provider and after all bets made using that gambling account is settled.

(2) An interactive wagering service provider or a person acting on behalf of an interactive wagering service must not encourage or offer any credit, voucher or reward or other benefit to induce an account holder to keep a gambling account open after an account holder has made a request to close their gambling account (an interactive wagering service provider may however explain the consequences of closing a gambling account and ask the account holder if they wish to proceed).

(3) An interactive wagering service provider or a person acting on behalf of an interactive wagering service provider must not provide any direct marketing to a person at any time after 5 business days from the day it has received a request from that person to close their gambling account.

(4) The gambling provider must ensure that each account holder has no more than one gambling account except where:

(a) the account holder has a fortnightly turnover consistent with an annual turnover of more than $1 million and the gambling provider is satisfied that there is good reason for the account holder to have more than one gambling account; or

(b) the gambling provider offers only the net betting losses pre-commitment option referred to in the definition of relevant limit in clause 41(8) for the purposes of clause 41(1).

41. Pre-commitment

(1) The gambling provider must not open a gambling account for a person or provide wagering services to an account holder unless the person or account holder has set a relevant limit.

(2) Notwithstanding sub-clause (1), the gambling provider may open a gambling account for a person and provide wagering services to an account holder where the person or account holder has expressly indicated that they do not wish to set a relevant limit (opt-out).

(3) The process for setting a relevant limit must:

(a) be clearly explained and prominently displayed:

(i) on the gambling provider's website (if applicable)

(ii) either on the account holder's 'My Account' window or its equivalent (if applicable), or a via a single link from the account holder's 'My Account' window or its equivalent (if applicable); or

(iii) in person.

(b) be simple and easy for the account holder to use to set and change a relevant limit

(c) allow the account holder to choose the period during which the relevant limit applies (for example a week, fortnight, calendar month or calendar year or a combination of these)

(d) allow the account holder to set a relevant limit by email, telephone, in person and where the person is able to place a bet by using the internet or other electronic means using that internet service or other electronic means

(e) require a person or account holder who wants to opt-out of setting a relevant limit pursuant to sub-clause (2) to do so only after being given by the required method approved information about the benefits of setting a pre-commitment limit.

(4) The gambling provider must not allow a person to exceed a relevant limit where the applicable relevant limit set by the account holder has been, or would be, exceeded if the relevant transaction was to be made

(5) The gambling provider must ensure that a request to lower a relevant limit set for an account holder is applied to the account holder's gambling account immediately after the request is received by the gambling provider

(6) The gambling provider must ensure that a request to increase or revoke a relevant limit set by an account holder is not applied to the account holder's gambling account until 7 days after the day the request is received by the gambling provider, and the gambling provider is satisfied that the account holder can sustain an increased level of gambling activity

(7) The gambling provider must, within the required time and using the required method, ensure that an account holder with an active gambling account is asked:

(a) where the account holder has set a relevant limit, if they wish to change their relevant limit

(b) where the account holder has not set a relevant limit, if they wish to set a relevant limit.

(8) In this clause:

active gambling account means a gambling account that a gambling provider has established that has been used, including to settle a bet, within the preceding 12 months but does not include a gambling account that has been closed.

approved information means information approved by the Commissioner.

relevant limit means a limit set by the account holder may apply, at the election of the gambling provider, to net betting losses by the account holder (regardless of the number of accounts held), deposits made to the account, or a combination of both.

except for sub-clause (3)(e)—

required time means on or before the day that is 12 months after the day the account holder placed their first bet using the gambling account and on or before that date each subsequent year, except where the account holder's gambling account is not an active gambling account on that date.

required method means the method the account holder usually used to place a bet (for example, using a telephone, internet or other electronic means or in person).

for the purpose of sub-clause (3)(e)—

required method means:

(a) where a person can open an account or make a bet using a telephone, internet or other electronic means by navigating to a new application screen, web page or the pages on electronic services that contains the approved information and after viewing the approved information the person or account holder can provide their express indication that they wish to opt-out of setting a relevant limit

(b) where a person can open an account or make a bet using the telephone or in person, by the approved information being provided verbally to the person or account holder and after being provided with the approved information the person or account holder is expressly asked if they still wish to opt-out of setting a relevant limit.

42. Account balances

(1) The gambling provider must provide an account holder with an account balance:

(a) whenever money is withdrawn (other than for the purchase of a gambling product)

(b) whenever money is deposited into a gambling account via an online transaction

(c) in the case of a bet placed by internet, whenever a bet is made from the account

(d) upon request by the account holder.

43. Pre-commitment to be promoted

(1) The gambling provider must promote the availability of the pre-commitment scheme:

(a) on any brochures, pamphlets or marketing information (other than advertising) that provides information on how a gambling account may be established

(b) as part of the welcome pack (however described) provided to an account holder upon account establishment

(c) on the gambling provider's website, both on the homepage and on any point-of-sale page

(d) on account balances (when provided in writing) and activity statements.

44. Activity statements

(1) The gambling provider must provide a monthly activity statement to an active account holder:

(a) who uses the internet to make transactions on the account, to their email address within 7 days after the end of the preceding month; or

(b) who does not use the internet to make transactions on the account (e.g., by telephone), to their email address, or by physically sending by ordinary post, within 7 days after the end of the preceding month.

(2) The activity statement must include segmented information that is clear and easily understood by the active account holder using common terms that they are familiar with and include:

(a) totals of the active account holder's monthly gambling activity (inclusive of the use of complimentary gambling products) including:

(i) amount spent and the total number of bets placed for that spend

(ii) amount won and the total number of bets that resulted in those winnings

(iii) amount lost and the total number of bets that resulted in those losses

(iv) overall net win or loss result.

(b) a summary of the active account holder's monthly transaction activity, including:

(i) opening balance

(ii) total of settled deposits

(iii) total of settled withdrawals

(iv) total net result

(v) closing balance.

(c) a column graph to show the active account holder's gambling activity comparing the amount spent against the net result over time for the last 6 months (cumulative) and shows a clear comparison tracking to the same time from the previous year.

(d) links and information on:

(i) support services available to active account holders

(ii) safe gambling messaging that promotes available consumer protection tools.

(e) a link to an active account holder's detailed transaction history, for the statement period, that includes:

(i) the date of the transaction

(ii) the account's opening balance

(iii) a description of each transaction (e.g., what type of bet was placed or whether a deposit or withdrawal was made)

(iv) the amount of the deposit or withdrawal

(v) the amount staked for a bet if a complimentary gambling product was used

(vi) the amount staked for a bet if a complimentary gambling product was not used

(vii) the amount of the payout (if any)

(viii) the net result of the transaction

(ix) the account's running balance after each transaction

(x) the account's totals for each transaction type

(xi) the account's closing balance.

***Note**: A prototype of an activity statement and a detailed transaction history considered to be compliant for the purposes of this clause are included in the Gambling Administration Guidelines - Activity statements and gambling account detailed transaction history).*

(3) The gambling provider must not send an activity statement to an account holder if they are not an active account holder; or if they have not used their account in more than 12 months.

(4) An activity statement or detailed transaction history must not include any promotional or direct marketing information.

(5) Red text or shading must be used to show losses on an activity statement and detailed transaction history and black text to show wins. No use of green text or shading to depict wins is permitted on an activity statement or detailed transaction history.

(6) Once the gambling provider has provided an activity statement to an active account holder as required by clause 44(1), the activity statement must be made available to the active account holder:

(a) on request at any time, by email or telephone, in a format of their choosing (i.e. e-statement or paper statement); or

(b) if they use the internet to make transactions on the account, at any time via the 'My account' window or its equivalent.

(7) The gambling provider must not implement layers of security, including a requirement for the use of a password, for an active account holder to access an activity statement.

(8) The gambling provider must not require or accept a fee for providing an activity statement unless it has been requested to be provided by ordinary post, in which case, the costs purely associated with sending it by ordinary post, may be recovered from the active account holder.

(9) For the purposes of this clause:

active account holder means an account holder that has used their gambling account that a gambling provider has established, including to settle a bet, within the preceding month but does not include an account holder whose gambling account has been closed.

45. Gambling account detailed transaction history

(1) The gambling provider must ensure that the holder, or former holder, of a gambling account has access to a record of all transactions made on their account as follows:

(a) for an account holder who uses the internet to make transactions on their account, immediately at all times via the 'My Account' window or its equivalent

(b) in any other case, by email or ordinary post within 14 days of the account holder or former account holder's request.

(2) A record of all transactions for a gambling account must include the same information as required by clause 44(2)(e)(i) thru (xi).

(3) Despite clause 45(1), the gambling provider is only required to provide a gambling account detailed transaction history to an account holder, or former account holder, for the 7 years immediately preceding the day on which the request is made; or from the day on which their gambling account was opened with the gambling provider, whichever is the later date.

(4) A gambling account detailed transaction history must not include any promotional or direct marketing information.

(5) Red text or shading must be used to show losses on a gambling account detailed transaction history and black text to show wins. No use of green text or shading to depict wins is permitted on a gambling account detailed transaction history.

(6) The gambling provider must not implement layers of security, including a requirement for the use of a password, for the holder, or former holder, of a gambling account to access a gambling account detailed transaction history.

(7) The gambling provider must not require or accept a fee for providing a gambling account detailed transaction history unless it has been requested to be provided by ordinary post; in which case, the costs purely associated with sending it by ordinary post, may be recovered from the account holder or former account holder.

(8) For the purposes of this clause:

gambling account means a gambling account that a gambling provider has established that has been used, including to settle a bet, by the account holder or former account holder, and for the avoidance of doubt includes a gambling account that has been closed.

46. Required training - venue-based gambling operations

(1) A venue-based gambling provider must ensure that all staff involved in selling its gambling products, or otherwise dealing with patrons have successfully completed courses of training approved by the Commissioner under section 6A of the *Authorised Betting Operations Act 2000*:

(a) for each staff member involved in selling its gambling products, or otherwise dealing with patrons:

(i) at induction, completes RSG1 training

(ii) within 12 months after first completing RSG1 training, completes RSG2 training, and

(iii) within 24 months after first completing RSG2 training and every 24 months thereafter, completes RSG3 training.

(b) for supervisory and managerial staff (including the person in charge of a call centre, a physical point of sale or a physical gambling area):

(i) at induction, completes RSG1 training

(ii) within 3 months of completing RSG1 training, completes RSG2 training (if the staff member has not already completed RSG2 training)

(iii) within 24 months after first completing RSG2 training and every 24 months thereafter, completes RSG3 training.

(2) The course of training to be undertaken for the purposes of this Code may contain mandatory elements of training and provisions which may be adopted with the approval of the Commissioner to reflect the job role of the employee.

(3) The venue-based gambling provider must, if the gambling provider installs, in a place in which it is otherwise authorised to provide its gambling products, a device which allows customers to purchase the gambling product and process winnings without the assistance of an operator and the device is able to be operated by the insertion of cash, must have enhanced training for staff to ensure the use of the devices are adequately monitored and additional harm minimisation measures are understood and implemented as required.

(4) The Commissioner, on the application of a venue-based gambling provider or a relevant peak body, may grant exemptions from the operation of this clause with respect to the deferral of training required on induction by up to 3 months. No other exemptions to this clause may be granted.

(5) Sub-clauses (1)(a) and (b) do not apply (at the election of the venue-based gambling provider) in respect of a person on the staff of an agent which is coincidentally a gaming machine or casino licensee, if that person has received and is current with the training required by their relevant code of practice.

(6) The venue-based gambling provider must ensure that records of all successful completion of training are maintained and available for inspection upon request by an inspector.

(7) A person who has only completed a course of basic training prior to the transition day shall be deemed to have complied with any requirement to complete RSG1 training under the Code and must complete a course of advanced training (RSG2) RSG2 training within 12 months of the transition day.

(8) A person who has completed a course of refresher training prior to the transition day shall be deemed to have complied with any requirement to complete RSG2 training under the Code.

(9) The transition day is 31 March 2024

47. Required training - interactive wagering service providers

(1) An interactive wagering service provider must ensure that all staff involved in the provision of wagering services, or with the capacity to influence the wagering service must undertake:

(a) responsible service of wagering training within one month of commencing employment but before interacting with a customer about, or influencing, the provision of a wagering service

(b) responsible Service of wagering (refresher) training at intervals of no more than 12 months after first completing responsible service of wagering training.

(2) Training courses undertaken by applicable staff as required by sub-clause (1) must comply with Gambling Administration Guidelines - Staff training - Interactive wagering services.

(3) The interactive wagering service provider must ensure that records of all successful completion of training are maintained and available for inspection upon request by an inspector.

48. Individual exemptions

(1) The Commissioner may, on application by the gambling provider, exempt the gambling provider from a specified provision of this code of practice.

(2) The Commissioner may impose conditions in respect of an exemption.

(3) The Commissioner may on the Commissioner's own initiative, by written notice to a gambling provider or on application by a gambling provider, vary or revoke an exemption.

Part 4 - Further information

Extra resources

A copy of the relevant gambling Acts and Regulations are available from the South Australian legislation website at www.legislation.sa.gov.au/legislation.

Gambling Administration Act 2019

Authorised Betting Operations Act 2000

Revision history

Version	Effective date	Changes from previous version	Government Gazette Details
1	23 December 2021	Original document	23 December 2021 (No. 82 of 2021)
2	29 July 2022	Authorised Betting Operations Gambling Code of Practice Variation Notice 2022 • Implementation of activity statements (and gambling account transaction history) measure of the National Consumer Protection Framework (NCPF) for online wagering • Minor administrative amendments	29 July 2022 (No. 52 of 2022)
3	30 March 2023	Authorised Betting Operations Gambling Code of Practice Variation Notice 2023 (No.1) • Implementation of consistent gambling messaging measure of the National Consumer Protection Framework (NCPF) for online wagering	30 March 2023 (No.21 of 2023)
4	31 March 2024	Authorised Betting Operations Gambling Code of Practice Variation Notice 2023 (No 2) • Insertion of new staff training requirements effective from 31 March 2024 • Insertion of transitional arrangements for staff training • Definition of 'inspector' inserted • Further amendments to language from 'problem gambling' to 'gambling harm' • Increase in penalties for failure to ensure staff are trained in accordance with the Code • Various administrative amendments	28 September 2023 (No 73 of 2023)
5 (Current	1 January 2025 (Current)	Authorised Betting Operations Code of Practice Variation Notice 2024 (No 1) • Insertion of definition of expanded warning message • Move definition of welfare agency to clause 4 and amend • Delete definition of welfare agency from clause 15(4) • Variation to expanded warning messages	28 November 2024 (No 77 of 2024)

Schedule 1 - Condensed warning messages

Authorised Betting Operations Act 2000

(1) For the purpose of clause 3, the following condensed warning messages are prescribed.

What are you prepared to lose today? Set a limit.	1 January 2026 to 30 June 2026
Imagine what you could be buying instead.	1 July 2026 to 31 December 2026
You win some, you lose more.	1 January 2027 to 30 June 2027
What are you really gambling with?	1 July 2027 to 31 December 2027
Chances are you're about to lose.	1 January 2028 to 30 June 2028
Think. Is this a bet you really want to place?	1 July 2028 to 31 December 2028
What's gambling really costing you?	1 January 2029 to 30 June 2029

Schedule 2 - Required taglines

Authorised Betting Operations Act 2000

(1) For the purposes of clause 15, 16 and 23 the following required taglines are prescribed for **television**, **video** and **radio** advertising:

(a) Chances are you're about to lose.

(b) What's gambling really costing you?

(c) You win some. You lose more.

(d) Imagine what you could be buying instead.

(e) What are you really gambling with?

(2) For the purposes of clause 18, 19, 20, 21, 22 and 25 the following required taglines are prescribed for **In-app**, **digital**, **print**, **social media**, **website** advertising and **other:**

(a) Chances are you're about to lose.

(b) Think. Is this a bet you really want to place?

(c) What's gambling really costing you?

(d) What are you prepared to lose today? Set a deposit limit.

(e) Imagine what you could be buying instead.

(f) What are you really gambling with?

Schedule 3 - Categories of offences and expiations

Authorised Betting Operations Act 2000

(1) For the purpose of section 16 of the *Gambling Administration Act 2019*, a contravention of, or failure to comply with a provision in column A has been declared by the Commissioner to be a category A, B, C or D offence as indicated in column B or a category A, B, C or D expiable offence as indicated in column C.

Column A Clause number	Column B Offence category	Column C Expiation category
9(1)(a)	A	A
9(1)(b)	B	B
9(1)(c)	A	A
9(1)(d)	B	B
9(1)(e)	D	D
9(1)(f)	D	D
9(1)(g)	D	D
9(1)(h)	D	D
9(1)(i)	D	D
9(1)(j)	C	C
9(1)(k)	C	C
9(1)(l)	C	C
9(1)(m)	C	C
(9)(1)(n)	C	C
9(3)	C	C
10(1)(a)	C	C
10(1)(b)	C	C
12(1) *This penalty applies where the condensed message is used when the expanded warning message should have been used.*	D	D
12(2) *This penalty applies where no warning message appears.*	B	B
12(3)	C	C
12(4)	B	B
13(1)	B	B
13(2)	B	B
14(1)	B	B
14(2)	B	B
14(3)	B	B
14(4)	C	C
14(5)	C	C

Column A Clause number	Column B Offence category	Column C Expiation category
14(6)	C	C
15(1)	B	B
15(2)	C	C
15(3)	C	C
15(5)	C	C
15(6)	C	C
15(7)	C	C
15(8)	B	B
16(1)	B	B
16(4)	B	B
17(1)	B	B
18(1)	B	B
19(1)	B	B
19(2)	B	B
20(1)	B	B
21(1)	B	B
21(2)	B	B
22(1)	B	B
22(2)	C	C
23(1)	B	B
24(1)	B	B
25(1)	B	B
25(2)	B	B
25(3)	A	A
25(4)	C	C
27(1)	B	B
27(2)	B	B
27(3)	A	A
27(4)	C	C
27(5)	C	C
27(7)	A	A
27(8)	D	D
27(9)	D	D
27(11)	C	C
27(12)	D	D
27(13)	D	D
27(14)	A	A
27(15)	A	A

Column A Clause number	Column B Offence category	Column C Expiation category
27(16)	C	C
27(17)	C	C
28(1)(a)	D	D
28(1)(b)	D	D
28(1)(c)	D	D
28(1)(d)	D	D
28(2)(a)	B	B
28(2)(b)	D	D
29(1)(b)	B	B
29(1)(c)	A	A
30(1)	B	B
30(2)(a)	B	B
31(1)	D	D
31(2)	C	C
31(3)	D	D
31(4)(a)	D	D
31(4)(b)	D	D
31(5)	B	B
31(6)	D	D
32(1)(a)	B	B
32(1)(b)	D	D
32(1)(c)	D	D
32(2)	D	D
33(1)	B	B
37(1)	B	B
37(2)	B	B
39	A	A
40(1)	D	D
40(2)	B	B
41(1)	A	A
41(3)	D	D
41(4)	A	A
41(5)	A	A
41(6)	A	A
41(7)	D	D
42	D	D
43	C	C
44(1)	A	A

Column A Clause number	Column B Offence category	Column C Expiation category
44(2)	C	C
44(3)	A	A
44(4)	B	B
44(5)	C	C
44(6)	D	D
44(7)	C	C
44(8)	D	D
45(1)	A	A
45(2)	C	C
45(4)	B	B
45(5)	C	C
45(6)	C	C
45(7)	D	D
46(1)	C	C
46(3)	C	C
46(6)	C	C
47(1)	D	D
47(2)	D	D
47(3)	D	D

End of Code of Practice