Young People’s Exposure to Gambling Advertising and Sponsorship on TV

The past decade has seen a proliferation of gambling advertising and sponsorship in sport and non-sport TV in Australia. There has also been an increase in the incidence of problem gambling in young people. This has led to concern by the general public over the ubiquitous nature of gambling advertising in sport TV.

This research will look at the extent and nature of gambling advertising in sport and non-sport TV, and investigate children and young people's exposure to this marketing. Researchers will identify when and where children and young people are most exposed to gambling advertising on Australian sport TV, and whether sport is being used to expose children to gambling marketing to a greater extent than other TV programming. The research will also look at whether current regulations are effective in protecting children and young people.

The project will provide much needed evidence to inform government policy makers and gambling advocates about the effectiveness of current regulations in protecting children and young people from gambling advertising. Importantly, it will assess the effect of recent changes to regulations governing gambling advertising on TV in Australia. The project will be able to provide accurate recommendations regarding the appropriate timing and placement for gambling advertising in order to reduce children’s exposure and related problem gambling behaviour.

CHIEF INVESTIGATORS

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