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# Understanding public awareness of BetStop in Australia

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*Australian Gambling Research Centre, Australian Institute of Family Studies*

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### Sensitive content warning

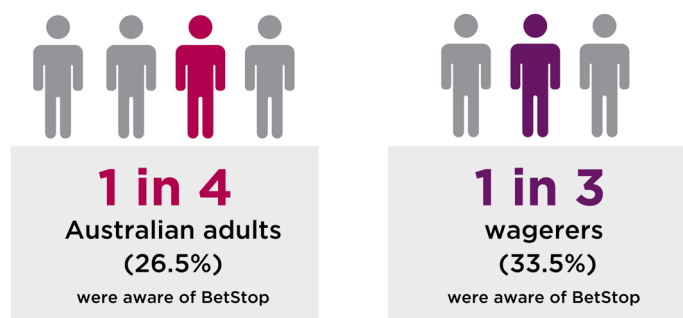
This content discusses gambling harm and addiction, if you or someone you know is experiencing gambling-related issues please call Gambling Help on 1800 858 858 or visit their [website](#) to chat with a trained professional online.

## Acknowledgements

The Australian Gambling Research Centre (AGRC) was established under the Commonwealth *Gambling Measures Act 2012*. Our gambling research program reflects the Act, embodies a national perspective and has a strong family focus. Our work forms part of the functions of the Australian Institute of Family Studies (AIFS). This manuscript was refined with the assistance of Microsoft Copilot, an AI-powered tool that supported language and clarity improvements throughout the drafting process.

## Key messages

BetStop is one of the Australian Government's key policy responses to mitigate online gambling harms. However, this study has found that awareness of the initiative, which has been in place for around 2 years, is low relative to the rise in online gambling participation and harm:



- About 1 in 4 Australian adults (26.5%) were aware of BetStop, the National Self-Exclusion Register™ for licensed online and phone wagering services.
- Younger adults (aged 18–35) were less likely to be aware of BetStop compared to those aged 55 and older, which is concerning given the higher proportion of at-risk gamblers within this younger age group.
- Among those who placed bets in the past 12 months, 1 in 3 (33.5%) were aware of BetStop.
- People who were born outside Australia were 8 percentage points less likely to be aware of BetStop compared to those born in Australia.
- People in Tasmania showed significantly higher awareness than those in other states and territories.

There are approximately 5 million wagerers in Australia, including 400,000 who are high-risk gamblers. However, there are only around 30,000 individuals with active exclusions with BetStop. Even if all 30,000 of these were high-risk gamblers, this still only represents a small fraction of those experiencing severe gambling harms with a safeguard in place.

- Our findings suggest targeted public awareness campaigns are needed to improve awareness of BetStop among specific population groups.
- Our environmental scan has identified a number of wagering service providers that are not complying with Register rules 25(1) and 25(2) regarding the use of hyperlinks and the clarity and legibility of information on their websites and apps.
- Regulators could address compliance gaps, by implementing clearer design guidelines and mandatory accessibility checks for digital platforms. These could mandate standardised hyperlink formatting and placement to ensure visibility and usability.

## Background

Australia's gambling prevalence is globally significant, reflecting high levels of participation and per capita spending. In the last 12 months, 65% of Australian adults gambled while 15% of adults, or 3.1 million people, experienced gambling-related harms, up 4 percentage points from the previous national estimate (Hing et al., 2021; Tillman et al., 2025). The latest statistics suggest that Australians lose \$32 billion on legal forms of gambling annually (Queensland Government Statistician's Office, 2025), and these are the largest per capita losses of any country in the world (H2 Gambling Capital, 2025).

Online gambling has become increasingly popular in Australia (Suomi et al., 2024). Its 24/7 availability makes it easier to engage frequently without in-person contact, increasing the risk of experiencing gambling harms. BetStop,<sup>1</sup> the National Self-Exclusion Register™ (NSER), is one of the Australian Government's key policy responses to mitigate online gambling harms. It was implemented as one of the last measures of the National

<sup>1</sup> You can register directly at [betstop.gov.au](https://betstop.gov.au)

Consumer Protection Framework (NCPF) for Online Wagering and is regulated under the *Interactive Gambling Act 2001*. BetStop is a free, government-backed initiative designed to help individuals voluntarily exclude themselves from all licensed online and phone-based gambling providers nationwide.

Once registered, individuals are prohibited from placing bets, opening new betting accounts or receiving marketing communications from any licensed Australian wagering provider. Consumers can choose to self-exclude for a minimum of 3 months or opt for permanent exclusion. They may also nominate a support person and access additional resources such as counselling and financial assistance (e.g. Gambling Help Online and the National Gambling Helpline<sup>2</sup>) (Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts, 2025).

According to the Australian Communications and Media Authority (ACMA, 2025a), since it was launched on 21 August 2023, as of 30 September 2025:

- **49,382** individuals have registered with BetStop
- **31,838** of these have active exclusions in place
- **17,544** have either completed their exclusion period or cancelled it early.

While these figures indicate growing public engagement, there is currently no formal survey or public opinion data measuring awareness of BetStop across Australia. It is important that this awareness is not limited to individuals who gamble but extends to families, friends and health professionals, who play a critical role in identifying risky behaviour and supporting individuals to seek help. Understanding awareness levels is crucial for the government to develop effective communication strategies that promote the register within the community.

Furthermore, the success of BetStop relies on active support from wagering service providers (WSPs). The NCPF mandates that WSPs prominently display the BetStop trademark and provide a direct link to the registration portal.

This report presents evidence on community awareness of BetStop and findings from an environmental scan assessing how WSPs have implemented promotional requirements in accordance with register guidelines.

### Box 1: Measuring gambling-related harm

Gambling-related harm is commonly assessed via the Problem Gambling Severity Index (PGSI). The PGSI provides a validated measure of at-risk gambling behaviour during the previous 12-month period.

It consists of 9 items (questions), such as 'have you bet more than you could really afford to lose?', with response options being never (0), sometimes (1), most of the time (2), and almost always (3).

Scores are summed for a total between 0 and 27.

Respondents are grouped into 4 categories based on their scores:

- non-risk ('non-problem') gambling (0)
- low-risk gambling (1-2)
- moderate-risk gambling (3-7)
- high-risk ('problem') gambling (8-27).

Respondents scoring 1+ may be classified as 'at-risk' of, or already experiencing, gambling-related harm. In this report, we use the term 'high-risk gambling' instead of 'problem gambling'. This is done to de-stigmatise people who are experiencing gambling harms, as the use of the term 'high-risk' is less stigmatising than the use of 'problem'. Further, the term 'high-risk gambling' focuses on a public health approach, moving away from a clinical definition.

Source: Ferris & Wynne (2001)

# Analysis of awareness

## National Gambling Prevalence Study Pilot (NGPS)

Between August and October 2024, the Australian Gambling Research Centre (AGRC) conducted a probability-based study using a mixed-mode data collection approach. A nationally representative sample of 3,881 Australian adults was recruited through a combination of random digit dialling (RDD), address-based sampling and a probability-based online panel. Participants completed the survey either online or via computer-assisted telephone interviewing (CATI).

In partnership with the Social Research Centre (SRC), the AGRC collected data on gambling participation, experiences of harm, general health and wellbeing, mental health, help-seeking behaviours, financial stress and intimate partner violence.

To assess awareness of BetStop, the survey included the following question:

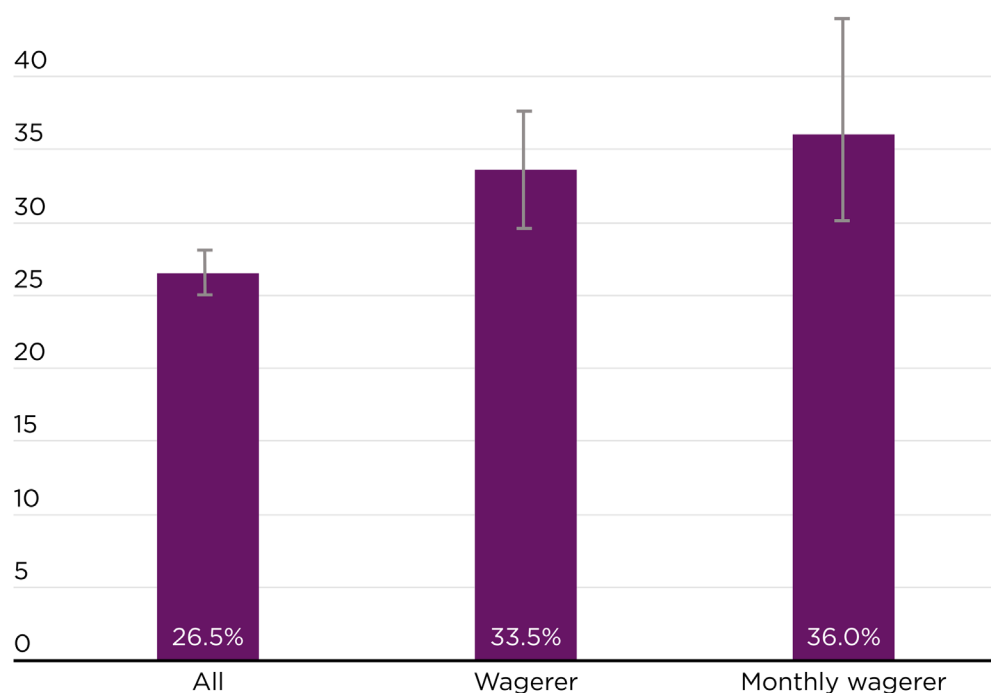
Before today, were you aware of BetStop (the National Self-Exclusion Register™), which is a free Australian Government initiative that allows people to block (self-exclude) themselves from all licensed Australian online and phone betting (wagering) providers? (Tillman et al., 2025)

Using responses to this question item, key statistics on BetStop awareness were derived, along with findings from regression analysis. Prevalence estimates were calculated using the same reliability standards and weighting procedures outlined in Tillman et al. (2025).

## Descriptive analysis

The NGPS estimates suggest that around 1 in 4 Australian adults (26.5%) were aware of BetStop. Among those who had placed bets on a range of relevant events<sup>3</sup> in the past 12 months, only 1 in 3 (33.5%) were aware of BetStop. Awareness was only slightly higher among frequent wagerers, with 36% of adults who wager monthly reporting familiarity with the service.

**Figure 1:** Before today, were you aware of BetStop? Yes (%)



**Notes:** Unweighted  $n = 3,881$  for all, 915 for wagerers and 317 for monthly wagerers. Error bars represent 95% confidence intervals.

**Source:** NGPS 2024, weighted

<sup>3</sup> These include sports, racing (horse or greyhound), fantasy sports, virtual sports or novelty events such as reality TV outcomes.

## Regression analysis

To estimate the likelihood of BetStop awareness while accounting for demographic differences, we conducted a probit regression analysis (see [Appendix 1](#) for the descriptive statistics and [Appendix 2](#) for the full estimated results of the probit regression analysis).

This approach allowed us to isolate the effect of each characteristic – such as age, jurisdiction, country of birth and wagering frequency – while controlling for the influence of others. The results indicate that with:

- **wagering frequency:** Wagerers were generally more aware of BetStop than non-wagerers. However, the difference was modest – 6 percentage points for those who wager less than monthly and 9 percentage points for monthly wagerers.
- **age differences:** Individuals aged 18–35 were 7 percentage points less likely to be aware of BetStop than those aged 55 and older.
- **Aboriginal and/or Torres Strait Islander status:** There was no statistically significant difference in BetStop awareness between Aboriginal and/or Torres Strait Islander individuals and non-Indigenous individuals.
- **country of birth:** People who were born outside Australia were 8 percentage points less likely to be aware of BetStop than those born in Australia.
- **jurisdictional variation:** Tasmania showed significantly higher awareness than other states. For example, Tasmanians were 17 percentage points more likely to be aware of BetStop than residents of New South Wales.

The findings from the probit analysis suggest that a targeted public awareness campaign is essential to improve awareness of BetStop among specific population groups.

Lower awareness among younger adults (18–35) is particularly concerning as younger adults were disproportionately represented in higher-risk gambling categories compared to older adults (Tillman et al., 2025). Lower awareness among younger adults and individuals born outside Australia highlights the need for culturally and age-appropriate communication strategies, such as multilingual campaigns and digital engagement through platforms commonly used by those in younger demographics.

It is important to consider the disproportionate impact of gambling harm on Aboriginal and/or Torres Strait Islander communities. While our probit analysis found no statistically significant difference in BetStop awareness between Aboriginal and/or Torres Strait Islander and non-Indigenous groups, previous research (Tillman et al., 2025) highlights that gambling harm is substantially more prevalent among Aboriginal and/or Torres Strait Islander populations.

Specifically, 27.1% of Australian adults who identify as Aboriginal and/or Torres Strait Islander were found to be at risk of gambling harm, compared to 14.6% among those who do not identify as Aboriginal and/or Torres Strait Islander. These findings highlight the need for stronger, culturally sensitive outreach and support strategies to ensure that BetStop and other harm minimisation tools are accessible and effective for Aboriginal and/or Torres Strait Islander communities.

Although there is some level of awareness of BetStop within the Australian community, uptake remains relatively low. Based on NGPS estimates, there are approximately 5 million wagerers in Australia, including 400,000 who are high-risk gamblers. Given that around 30,000 individuals have active exclusions in place with BetStop, it appears only a small proportion of high-risk gamblers have used BetStop.

The modest difference in awareness between frequent and infrequent wagerers further suggests that more robust promotional efforts are needed – not only among active bettors but also among those at risk of escalating gambling behaviour. Additionally, family, friends and health professionals of wagerers should be targeted, given their ability to support earlier intervention. These insights can inform future regulatory, marketing and harm minimisation strategies to ensure BetStop reaches those most at risk and supports responsible gambling across diverse communities.



## Environmental scan

Wagering service providers (WSPs) play a key role in building awareness of BetStop among wagerers. The AGRC conducted an environmental scan to examine how well WSPs implemented the BetStop promotion measures on their websites and apps. WSPs must actively promote BetStop to their customers, as specified in the Register rules 25(1) and 25(2) (see Box 2). ACMA made the [Register rules](#),<sup>4</sup> which set the operational and administration requirements for BetStop, under the [Interactive Gambling Act](#).<sup>5</sup>

The environmental scan examined licensed Australian online betting websites and mobile apps over a 5-week period, from 3 December 2024 to 7 January 2025. The sample consisted of 40 Australian online betting platforms ( $n = 20$  websites;  $n = 20$  apps), with a sampling approach designed to be representative of the Australian online betting environment at the time of the environmental scan (see the definition of 'platform' in Box 3).

### Box 2: Register rules 25: Promoting the Register to customers

**(1) Where a licensed interactive wagering service provider operates a website or an app in connection with its licensed interactive wagering services, it must, at a minimum, include:**

- (a) reference to BetStop;
- (b) a statement to the effect that BetStop is the national self-exclusion register; and
- (c) a hyperlink to the BetStop website,  
on:
  - (d) the home page; and
  - (e) responsible gambling pages; and
  - (f) other pages promoting the provider's self-exclusion service, if any,  
of that website or app.

**(2) The information referred to in paragraphs (1)(a), (b) and (c) must be:**

- (a) prominently displayed;
- (b) clear and legible;
- (c) in a font size consistent with other text on the page; and
- (d) positioned in close proximity to information about other responsible gambling or consumer protection measures.

Source: Interactive Gambling (National Self-exclusion Register) Register Rules 2022

4 [www.legislation.gov.au/Details/F2022L00953](http://www.legislation.gov.au/Details/F2022L00953)

5 [www.legislation.gov.au/C2004A00851/latest](http://www.legislation.gov.au/C2004A00851/latest)

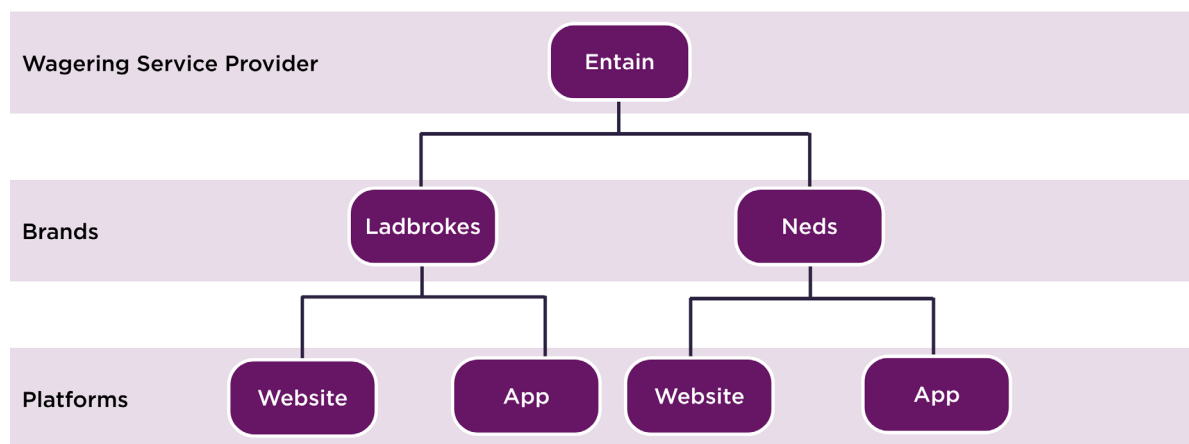
### Box 3: Wagering service providers (WSPs), brands and platforms

A licensed interactive **wagering service provider (WSP)** is a company that offers betting services (online and telephone). Many WSPs operate multiple **brands** to target different customer segments. For instance, Entain, a major WSP in Australia, manages 2 distinct wagering brands – Ladbrokes and Neds – each designed with unique user experiences and marketing strategies.

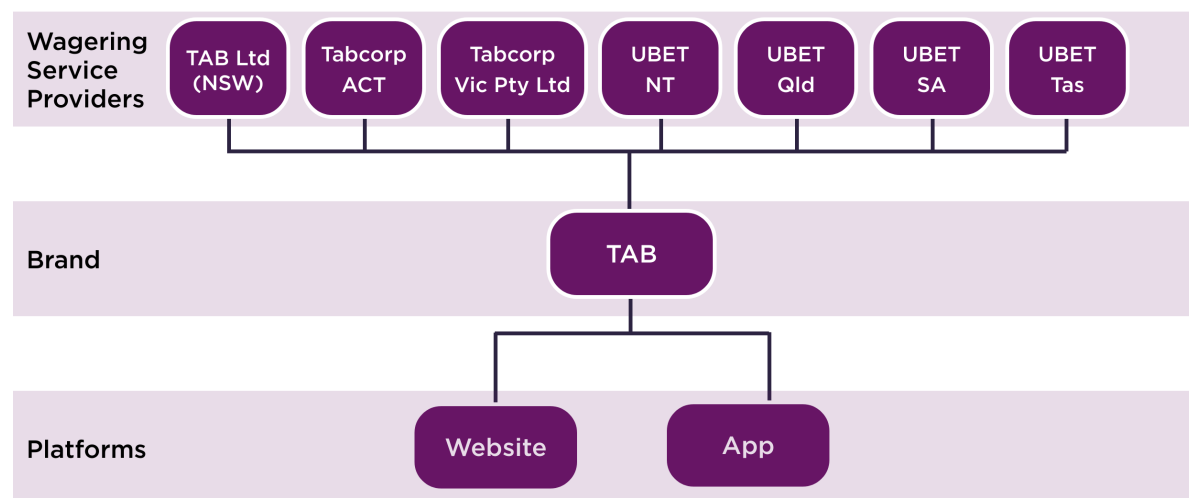
Conversely, some WSPs may consolidate their operations under a single brand. For example, both TAB and UBET operate through the unified TAB brand.

These brands deliver their services via dedicated digital **platforms** and telephone services, enabling users to place bets and access a range of wagering features through websites, apps and telephone.

#### Example 1: Entain



#### Example 2: TAB and UBET



## Sampling

A list of all licensed interactive Australian WSPs was retrieved from the Australian Communications and Media Authority (ACMA) on 8 November 2024. A total of 112 brands operated by 108 licensed WSPs were found to be offering online betting at the time of the scan.<sup>6</sup> From these, 40 brands were selected, while ensuring that the characteristics of the sample were representative of all 112 brands (see [Appendix 3: Environmental Scan Sample](#)). Where possible, no brand from the same WSP was included more than once to maximise coverage across different types of WSPs. Twenty websites and 20 apps were selected for scanning, with no brand having both its website and app version scanned.

## Scanning and evaluation procedure

The scan of the 20 websites and 20 apps involved recording each 'Home' page, 'Responsible gambling' page (linked from the home page) and 'Self-exclusion' page where applicable/accessible. One app was excluded from the analysis as it required a user to sign up to fully access the gambling environment. In total, 39 digital platforms were examined.

Screenshots were taken for each website and app. Where possible, screenshots included the home page (landing page), a carousel (rotating banner) on the home page, a bet slip page or frame, a responsible gambling page and a self-exclusion page. The presence of a BetStop message was examined and coded for each of these locations.

When testing Register rule 25(1), the presence of the BetStop logo was counted as a pass for meeting both (a) and (b) of the rule (see [Box 2](#)). To test Register rule 25(2), the following elements were examined:

- the message at a minimum was separated from other messaging with 'white space' above and below
- the font and background colour had sufficient contrast when checked against Web Content Accessibility Guidelines (WCAG) 2.1 AA<sup>7</sup>
- the font size was the same as the surrounding body font
- the material immediately surrounding the text was related to responsible gambling or consumer protection information/measures (e.g. tagline, responsible gambling link, responsible gambling code of conduct, etc.).

Further details, accompanied by examples illustrating how the above criteria were assessed, is provided in [Appendix 4: Methodology used for assessing Register rule 25\(2\)](#).

## Results

Table 1 highlights several compliance issues with Register rules 25(1) and 25(2) across different digital platforms. Under rule 25(1), failures were most common in the use of hyperlinks, particularly on responsible gambling pages, where 4 websites and 2 apps did not meet requirements. Landing pages also showed some non-compliance, with 3 websites failing due to hyperlink issues. Notably, statements were consistently compliant across all page types.

For rule 25(2), the most frequent failures related to the clarity and legibility of information, especially on landing pages, where 4 websites and 7 apps were non-compliant. Issues with prominent display and consistent font size were also observed, though to a lesser extent. Positioning of information was uniformly compliant across all categories. Some platforms were non-compliant with more than one rule. This is why the column total for apps in Table 1 adds up to 21, even though there were only 19 apps in the sample. After consolidating these multiple non-compliance instances it was found that 2 out of 3 platforms scanned were non-compliant. Further apps were found to be less likely to be compliant than websites (73.7% vs 60.0%).

## Discussion

The findings in Table 1 reveal compliance gaps with Register rules 25(1) and 25(2) across both websites and apps. Failures under rule 25(1) were most common in the use of hyperlinks, suggesting that users may struggle

<sup>6</sup> The ACMA provides a resource list of licensed operators via [www.acma.gov.au/check-if-gambling-operator-legal](http://www.acma.gov.au/check-if-gambling-operator-legal). The initial ACMA list comprised 166 trading names, 155 unique brands (with companies such as TAB having different trading names but the same brand name) and 148 unique licence holders. WSPs were excluded from the analysis if they only advertised a telephone number for placing bets.

<sup>7</sup> [Understanding Success Criterion 1.4.3: Contrast \(Minimum\) | WAI | W3C](#)

to locate or access critical information. Under rule 25(2), the most frequent issues related to clarity and legibility, with apps showing higher rates of non-compliance than websites.

This indicates that apps may require more rigorous design standards to ensure regulatory adherence. The consistent compliance in areas such as statements and positioning suggests that while some aspects of the rules are well understood and implemented, others, especially those involving user interface and accessibility, need targeted improvement.

It is important to emphasise that the guideline for Register rule 25(2) lacks clarity. The environmental scan applied specific criteria to assess whether the platforms met the requirements. However, these criteria are somewhat arbitrary, and the outcome may vary depending on the criteria used. As a result, WSPs may find it difficult to interpret and comply with the requirements of Register rule 25(2).

To address these compliance gaps, regulators should consider implementing clearer design guidelines and mandatory accessibility checks for digital platforms. Policies could mandate standardised hyperlink formatting and placement to ensure visibility and usability, particularly on responsible gambling pages.

Additionally, mobile app interfaces should be subject to stricter legibility and display requirements, potentially through WCAG-aligned audits. Regular compliance reviews and penalties for repeated violations may incentivise better adherence.

Finally, training and resources for WSPs on best practices for presenting self-exclusion and responsible gambling information could help bridge the gap between policy intent and implementation. A detailed tabulation of the number of cases that failed specific register rules and where is provided in Table 1.

**Table 1:** The number of cases that failed BetStop Register rules 25(1) and 25(2)

			Number of cases that failed	
			Websites (n = 20)	Apps (n = 19)
Register rule 25(1)	Landing page	Reference	0	2
		Statement	0	0
		Hyperlink	3	0
	Responsible gambling pages	Reference	0	6
		Statement	0	0
		Hyperlink	4	2
	Self-exclusion pages	Reference	0	0
		Statement	0	0
		Hyperlink	0	0
Register rule 25(2)	Landing page	Prominently displayed	2	1
		Clear and legible	4	7
		Consistent font size	2	0
		Position	0	0
	Responsible gambling pages	Prominently displayed	1	2
		Clear and legible	1	0
		Consistent font size	2	0
		Position	0	0
	Self-exclusion pages	Prominently displayed	1	0
		Clear and legible	0	1
		Consistent font size	0	0
		Position	0	0
Number of platforms which failed one or more Register rule 25 requirements			12	14

**Notes:** Self-exclusion pages that were not present were excluded from the analysis.

Instances of non-compliance with regulations were identified and reported to ACMA, who then followed these instances up with the WSPs. In one case involving a technology provider, the NSER hyperlink was removed around the time of the audit, and this matter was resolved after ACMA notified the provider. Based on our information, in September 2025, ACMA took further action and published an update regarding the requirement for WSPs to promote BetStop (see Appendix 5).

## Looking ahead

Those who join the register significantly reduce their wagering and report positive experiences (ACMA 2025b). However, there are only about 30,000 registrants. Even if all were high-risk wagerers, that represents just 7.5% of the estimated 400,000 high-risk wagerers. Moreover, awareness of BetStop among wagerers is currently 33.5%. Taken together, BetStop works on a case-by-case basis but because of low uptake and awareness the impacts at a population level are minimal. In particular, certain demographic groups, such as younger adults, people born outside Australia, and Aboriginal and/or Torres Strait Islander peoples, require targeted public awareness campaigns to improve engagement. Awareness levels among younger adults and Aboriginal and/or Torres Strait Islander communities remain inadequate, despite younger adults being overrepresented in higher-risk gambling categories and Aboriginal and/or Torres Strait Islander communities experiencing significantly greater gambling-related harm compared to the broader Australian population.

Moreover, the environmental scan identified gaps in compliance with Register rules 25(1) and 25(2) across both websites and mobile applications. There are 4 recommendations:

1. **Boost awareness:** The Australian Government supported by industry should launch targeted campaigns for younger adults and overseas-born Australians.
2. **Cultural outreach:** The Australian Government should work with trusted community organisations to enhance support for Aboriginal and/or Torres Strait Islander communities.
3. **Improve design:** In consultation with stakeholders, ACMA should always set and update clear guidelines for digital platforms to ensure accessibility.
4. **Regular reviews:** ACMA should maintain frequent compliance checks and train wagering service providers in compliance.

## Appendix 1: Descriptive statistics for regression analysis

Variables	Mean	Std dev.
Before today, were you aware of BetStop?	0.280	0.449
Wagering in the past 12 months		
Non-wagerers	0.765	0.424
Less than monthly	0.154	0.361
Monthly	0.082	0.274
Age		
18-34	0.290	0.454
35-54	0.332	0.471
55+	0.378	0.485
Man or male	0.471	0.499
State/territory		
New South Wales	0.306	0.461
Victoria	0.248	0.432
Queensland	0.202	0.402
South Australia	0.080	0.271
Western Australia	0.110	0.313
Tasmania	0.029	0.168
Australian Capital Territory	0.017	0.131
Northern Territory	0.008	0.091
Born overseas	0.285	0.452
Aboriginal and/or Torres Strait Islander	0.025	0.156
Bachelor degree or higher qualification	0.218	0.413

Notes:  $n = 3,801$ ; only observations containing all the necessary variables were used in the regression analysis.

## Appendix 2: Estimated results of probit model – awareness of BetStop

Variables	Marginal effects
Wagering in the past 12 months (Ref = non wagerer)	
Less than monthly	0.0611*** [0.013]
Monthly	0.0946*** [0.027]
Age (Ref = 55 years or older)	
18–34	-0.0668*** [0.026]
35–54	-0.0408** [0.020]
Man or male	0.0445*** [0.016]
State/Territory (Ref = NSW)	
Victoria	-0.0223*** [0.002]
Queensland	-0.0306*** [0.001]
South Australia	-0.0191*** [0.003]
Western Australia	-0.0275*** [0.001]
Tasmania	0.1721*** [0.003]
Australian Capital Territory	0.0584*** [0.006]
Northern Territory	0.0535*** [0.005]
Australian born	-0.0774*** [0.008]
Aboriginal and/or Torres Strait Islander	0.0357 [0.038]
Bachelor degree or higher qualification	0.012 [0.023]
Observations	3,801

**Notes:**  $n = 3,801$ ; only observations containing all the necessary variables were used in the regression analysis. Marginal effects are reported.  $dy/dx$  for factor levels is the discrete change from the base level. Delta method standard errors are reported in the square brackets. \*\*\* $p < 0.01$ , \*\* $p < 0.05$ .

## Appendix 3: Environmental scan sample

### Characteristics of sample brands and all brands licensed in December 2024

	Sample (n = 40) %	All (n = 112) %
Brand is one of multiple operated by the WSP		
No	82.5	76.8
Yes	17.5	23.2
Brand licence issuer		
Liquor & Gaming NSW	47.5	21.4
Northern Territory Racing and Wagering Commission	25.0	29.5
Queensland Racing Integrity Commission	0.0	0.9
Victorian Gambling and Casino Control Commission	22.5	43.8
WA Department of Local Government, Sport & Cultural Industries	2.5	3.6
Multiple	2.5	0.9
Operator type of brand WSP (ACMA)		
Corporate bookmaker	75.0	66.1
Betting exchange	0.0	0.9
TAB	2.5	1.8
On-course bookmaker	22.5	31.3
Business type of brand (ABN)		
Australian private company	77.5	72.3
Family partnership	5.0	5.4
Individual/Sole trader	12.5	13.4
Other partnership	2.5	7.1
TAB/RWWA	2.5	1.8
WSP of brand operating since (at least)		
After NESR implementation (before 21/08/2023)	80.0	78.6
After NESR implementation (from 21/08/2023)	20.0	21.4
Brand size (in number of GooglePlay store app downloads)		
Very small (1-999)	35.0	28.6
Small (1,000-9,999)	35.0	31.3
Medium (10,000-99,999)	15.0	15.2
Large (100,000+)	10.0	7.2
No GooglePlay app	5.0	17.9

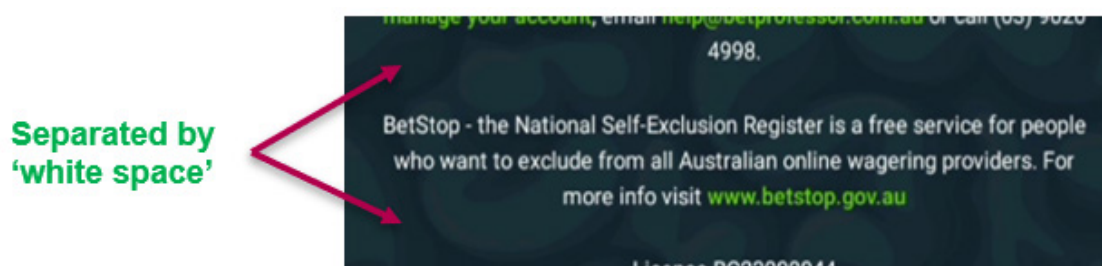
## Appendix 4: Methodology used for assessing Register rule 25(2)

### 1. Assessing Register rule 25(2)(a)

Register rule 25(2)(a) requires that BetStop messaging be '**prominently displayed**'.

To determine whether BetStop messaging was displayed prominently, an assessment was conducted of whether the BetStop messaging was visually separated from other content using white space, as shown in Figure 2. In design, white space refers to the empty areas between elements – like the gaps between paragraphs or sections in this report. This space helps draw attention to specific content and makes it easier to focus on. By using white space, this ensured that the BetStop message stood out on its own, regardless of where it was placed or how big it was.

**Figure 2:** Example from environmental scan of BetStop messaging separated by 'white space' around it



Examples of where this requirement was not met includes where there was no 'white space', such as where the messaging was a 'run-off' sentence – that is, the messaging is part of a continuation of other messaging without clear separation vertically. This is illustrated in Figure 3, where the BetStop message immediately follows other messaging and is 'lost' in the other messaging.

**Figure 3:** Example from environmental scan of BetStop messaging not separated by 'white space'



### 2. Assessing Register rule 25(2)(b)

Register rule 25(2)(b) requires that BetStop messaging be '**clear and legible**'.

One well-established and internationally recognised measure for assessing the clarity and legibility of online messaging, such as the content being tested here, is the text-to-background contrast requirement outlined in the Web Content Accessibility Guidelines version 2.0 (WCAG 2.0). Meeting the WCAG 2.0 AA contrast rating was considered an appropriate benchmark, as text contrast directly affects readability, particularly for users with visual impairments such as low vision or colour blindness.

To evaluate whether BetStop messaging met the WCAG AA rating, a photo editing program was used to analyse the highest and lowest contrast ratios between text and background. To pass the AA requirement, a minimum contrast ratio of 4.5:1 must be achieved.

Figure 4 provides an example of a failure to meet this standard, with a minimum contrast ratio of 1.68:1. The dark hyperlink against a colourful background proved especially problematic. However, the AA requirement is relatively lenient, as illustrated in Figure 5, which passes with a minimum contrast ratio of 4.6:1.

WCAG also defines a more stringent AAA rating. An example of BetStop messaging meeting this higher standard is shown in Figure 6, where black text on a white background achieves the maximum contrast ratio of 21:1.

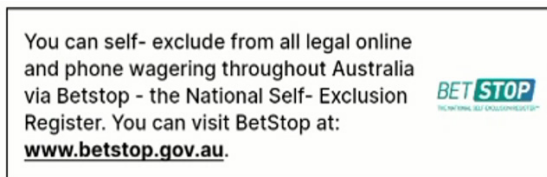
**Figure 4:** BetStop message not passing WCAG AA contrast requirement



**Figure 5:** BetStop message passing WCAG AA but not AAA contrast requirement



**Figure 6:** BetStop message passing WCAG AAA contrast requirement



### 3. Assessing Register rule 25(2)(c)

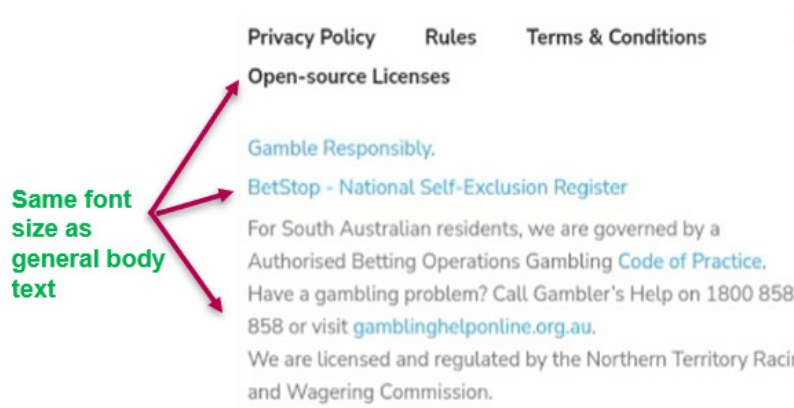
Register rule 25(2)(c) requires that BetStop messaging be ‘in a font size consistent with other text on the page’.

This proved to be a challenging measure, as most gambling advertising across websites and apps promoting upcoming races and events typically uses heading and graphical text that is significantly larger than standard body text – like that used in this report. By contrast, aside from promotional content, gambling websites often present other information in footer-sized text, similar to table and figure notes throughout this report, which uses a much smaller font.

If BetStop messaging were required to match the header-sized fonts used in race and event advertising, none of the messaging would pass the test. Therefore, a more lenient criterion was adopted – requiring consistency with surrounding text.

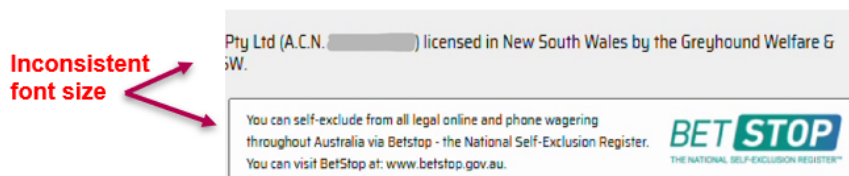
An example of BetStop messaging that meets this lenient requirement is shown in Figure 7, where all surrounding text, although small and footer-sized, is consistent.

**Figure 7:** Example of BetStop messaging text size consistent with other text



In contrast, the example in Figure 8 is not consistent with the other text and therefore did not meet this criterion's test. While there were no cases of BetStop messaging being inconsistent with other text due to it being larger, it should be noted that these cases would not pass the criterion despite the messaging being more prominent.

**Figure 8:** Example of BetStop messaging text size not consistent with other text



## 4. Assessing Register rule 25(2)(d)

Register rule 25(2)(d) requires that BetStop messaging be '**positioned in close proximity to information about other responsible gambling or consumer protection measures.**'

This criterion was considered met if BetStop messaging appeared adjacent to other responsible gambling or consumer protection information. The use of the term 'adjacent' rather than simply 'in close proximity' was intentionally more stringent but it provided clarity in determining whether the condition was satisfied.

An example of BetStop messaging meeting this requirement is shown in Figure 9. During the environmental scan, this was most commonly seen in taglines, links to set deposit limits, responsible gambling page links and other related content.

No example of a scanned platform failing to meet this requirement is provided, as all cases in the sample met the criterion – even under the stricter definition of 'adjacent'.

**Figure 9:** Example of BetStop messaging being positioned adjacent to responsible gambling or consumer protection measures information



# Appendix 5: BetStop compliance update September 2025



Australian  
Communications  
and Media Authority

## ACMA update

22 September 2025

### BetStop – the National Self-Exclusion Register™ – compliance update September 2025

There are rules about promoting BetStop – the National Self-Exclusion Register™ (the Register). Here's what you need to know.

#### Who do the rules apply to?

If you are a [licensed interactive wagering service provider](#), you need to promote the Register on your websites and apps, and in any messages to your customers that promote, advertise or offer wagering services.

Breaches of the requirements to promote the Register are serious matters under the [Interactive Gambling Act 2001](#) (section 61JP). Large penalties and other enforcement actions can result.

#### What do we need to say – and where?

Your websites and apps must contain information about the Register that includes:

- > a reference to BetStop
- > a statement to the effect that BetStop is the national self-exclusion register
- > a hyperlink to the BetStop website.

This information must be included on your home page, your responsible gambling page/s and any other pages promoting your exclusion service.

One way of complying with these obligations is to include the Register logo, with a link to [betstop.gov.au](http://betstop.gov.au) in all the places described above.

#### Compliance tips

- > Pay particular attention to any pages that promote your own exclusion service. For example, if you include information about your exclusion service in your terms and conditions, remember to include information about the Register there too.
- > If your website is being updated, check that your release process includes assurance arrangements that focus on compliance with the Register rules. We have seen examples where providers had compliant websites in place but became non-compliant after a website update impacted content.

#### How do we have to present this information?

Information about the Register must be:

- > **Prominently displayed** – information about the Register must be very noticeable, and not hidden or difficult to find. Having white space around the reference to the Register may be one way of achieving this.

**Compliance tip:** Register information should be immediately visible on the webpage without needing to click on a menu, another part of the webpage or app to find this information. It should not be in a crowded area of the webpage.

- > **Clear and legible** – information about the Register needs to be easy to read.

**Compliance tip:** Including information about the Register in a white box with black text is one way of ensuring that the information is clear and legible. Otherwise, consider whether the contrast between the background colour and text colour is sufficient to enable the text to be easily read. This can be tested using web accessibility tools.

- > **In a font size consistent with other text on the page** – information about the Register should not be in a smaller font size than other content.

**Compliance tip:** If information about the Register is in the footer of a webpage, ensure it is in the same font size as other text on the page, such as text about odds or events.

- > **Positioned in close proximity to information about other responsible gambling or consumer protection measures** – information about the Register should be easy to find and co-located with other consumer protection information.

**Compliance tip:** Including information about the Register on your responsible gambling page alongside information about other responsible gambling measures is good practice. However, putting Register information into the footer of a page and away from other relevant information (such as information about your own exclusion service) is unlikely to satisfy this requirement.

A good example is shown below:



#### What about messages to customers or potential customers?

Information about the Register must also be included in regulated electronic messages, which include emails, SMS and push notifications.

The definition of 'regulated electronic message' is broad. To be 'regulated', only one of the purposes of the message has to be an offer to provide wagering services, or advertise or promote wagering services or a wagering provider.

If in doubt, assume the message is 'regulated' and that information about the Register needs to be included.

**Compliance tip:** Messages that link to a wagering website or app are highly likely to be a regulated electronic message.

The ACMA has [made findings](#) where providers have failed to include information about the Register in their electronic messages. The investigation reports provide you with examples of when information should have been provided.

#### What you should do now:

- > Review your website and app content to ensure that you comply with these requirements.
- > Review your marketing material to ensure that it includes information about the Register.
- > Resolve any issues and advise us of the action that you have taken.

We are monitoring websites and apps and will write to providers where we identify compliance concerns.

#### Contact us

If you have any questions about this guidance or any other compliance matters, email us at [betstop.compliance@acma.gov.au](mailto:betstop.compliance@acma.gov.au).



[acma.gov.au](http://acma.gov.au)

Australian  
Communications  
and Media Authority

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