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Free TV statement on development of Live Odds Code

Today's claim in the Sydney Morning Herald and the Age that "The Minister for Communications brokered a deal with the television industry to allow betting companies to continue spruiking live odds" is incorrect.

The draft code was developed by Free TV, and reflects the position of its members, not the government.

The Code has been put out for public consultation and Free TV has received more than 200 submissions. The Code is being prepared for submission to the Australian Communications and Media Authority (ACMA) in line with the requirements of the co-regulatory scheme.

The ACMA will determine if the Codes meet community standards before agreeing to register them. Through this process, the ACMA will have regard to community views and the submissions received by Free TV.

The quote attributed to Free TV CEO Julie Flynn was made in the context of a detailed discussion of the process involved in developing the Code.

The Code grew out of a decision by the COAG Joint Select Committee on Gambling Reform to "reduce and control" the promotion of live odds.

The Minister for Communications and his department developed the principles which the broadcasting codes would need to apply to implement the COAG decision. These principles required industry to develop codes to reduce and control live odds promotions in sport and also required that the codes be enforced by the ACMA.

For more information, contact Free TV on (02) 8968 7100