

# CODE OF PRACTICE

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## SECTION 8: PROMOTIONS FOR LIVE ODDS IN SPORTS COVERAGE

### *Objective*

- 8.1 The Section is intended to reduce and control the promotion of Live Odds during Live Sporting Events.

### *Scope*

- 8.2 The requirements of this Section do not apply to Live Sporting Events that consist of horse, harness and greyhound racing.
- 8.3 It will not be a breach of this Section if a licensee is delivering services in accordance with contractual commitments entered into before 27 May 2011.
- 8.4 It will not be a breach of this section if:
- a failure to comply arises from a Live Sporting Event originating from outside of Australia; and
  - the licensee has not added the Promotion of Live Odds;
  - it is not reasonably practicable for the licensee to remove the Promotion of Live Odds; and
  - the licensee does not receive any direct or indirect benefit for the Promotion of Live Odds in addition to any direct or indirect benefit received from broadcasting the event.
- 8.5 This Section does not apply to spot commercials or sponsorships by gambling or betting organisations that provide only generic information about businesses or services and do not contain any specific reference to Live Odds for the relevant Live Sporting Event.
- 8.6 In this Section, the following definitions apply:

***Commentator*** means a person who is a host, guest or otherwise participating in a Live Sporting Event and includes a person calling, or providing analysis on, the sporting event or game. It does not include discrete and distinguishable contributors, including clearly identified representatives of gambling organisations.

***Live Odds*** means comparative odds offered during a Live Sporting Event for a bet on the chance of any occurrence or outcome within that particular game or event, or the outcome of the overall game or event.

***Live Sporting Event*** has the same meaning as in clause 6.12 of the Code. For the purposes of this Section 8, a ***Live Sporting Event*** does not include broadcasts of sports programs that contain only analysis, award presentations or information.

**Play** means the run of play or active progress of the sporting event or game which is the subject of the Live Sporting Event. It includes *ad hoc* unscheduled breaks such as:

- stoppages for injuries; and
- stoppages for adjudication by third or TV umpires/referees; and
- time outs and substitutions in games such as basketball.

**Play** does not include Scheduled Breaks, or breaks where play is suspended due to rain or another unforeseen event, and players have left or are yet to enter the area of play.

**Promotion** means a promotional reference for which a licensee receives payment or other valuable consideration and includes any writing, still or moving pictures, signs, symbols or other visual images or any audible message/s (or any combination of those things) that provides Live Odds. It does not include material that is incidental to the broadcast, such as advertising appearing at a field barrier.

**Responsible Gambling Message** means a short statement designed to encourage the listener and/or viewer to gamble responsibly. Responsible Gambling Messages include statements required by State Laws and industry codes of practice including:

- **Victoria:** Any statement prescribed for inclusion in advertisements under section 4.7.9 of the *Gambling Regulation Act* (2003). A responsible Gambling Message within the *Victorian Bookmakers Responsible Gambling Code of Conduct*.
- **Queensland:** Any statement required by a Responsible Gambling Policy Document made pursuant to the *Responsible Gambling Queensland Code of Practice*.
- **South Australia:** the *South Australian Advertising (Interstate Betting Operators) Code of Practice* or the *Advertising (Licensed Racing Clubs) Code of Practice*; or where not required by law or a code, includes: "Gamble Responsibly", "[name of advertiser] supports responsible gambling", "Bet within your limits", or "Stay in control when gambling".

**Scheduled Breaks** means pre-determined stoppages in a sporting event or game that is the subject of a Live Sporting Event. A Scheduled Break will differ depending on the sporting event or game that is the subject of the broadcast, for example:

<b>Sport</b>	<b>Scheduled Break</b>
Cricket	Tea breaks, lunch and change of innings
Rugby League	Half time
Rugby Union	Half time
Soccer	Half time
AFL	Between each quarter
Tennis	Between each set
Formula 1, Moto GP and V8 Supercars	Between each practice round, qualifying rounds and races
Basketball	Between each quarter
Netball	Between each quarter
Golf	Not more than once every hour as part of a distinct break of at least 90 seconds

This is not an exhaustive list and other sporting events or games may also contain Scheduled Breaks.

### ***Promotion of Live Odds during a Live Sporting Event***

- 8.7 Promotion of Live Odds is not permitted during Play.
- 8.8 Promotion of Live Odds (including spot commercials and paid, clearly identified sponsorship segments delivered by persons other than Commentators) is permitted at the following times during a Live Sporting Event (other than for multi-sport Live Sporting Events such as the Olympics and Commonwealth Games):
- a. before Play has commenced;
  - b. during Scheduled Breaks;
  - c. during unscheduled breaks where Play has been suspended due to rain or another unforeseen event and players have left or are yet to enter the field or area of play; and
  - d. after Play has concluded.

*Note: For the avoidance of doubt, rules at clause 8.8 apply to each sporting event or game in extended tournaments for a single sport (such as the Australian Open Tennis or the Rugby World Cup) as if each sporting event or game was broadcast on an individual match basis.*

- 8.9 Promotion of Live Odds (including spot commercials and paid, clearly identified sponsorship segments delivered by persons other than Commentators) for multi-sport Live Sporting Events such as the Summer Olympics, Winter Olympics and Commonwealth Games is permitted:
- a. once every 2 hours as part of a distinct break of at least 90 seconds; and
  - b. provided that the particular sporting event or game that is the subject of the Live Odds promotion is not:
    - i. broadcast immediately before and/or after the Live Odds promotion; and
    - ii. in Play, as defined at clause 8.6.

### ***Promotion of Live Odds by Commentators***

- 8.10 Promotion of Live Odds by a Commentator is not permitted:
- a. during Play;
  - b. during Scheduled breaks;
  - c. during unscheduled breaks where Play has been suspended due to rain or another unforeseen event and players have left or are yet to enter the field or area of play;

- d. within 30 minutes before the commencement of Play; and
- e. within 30 minutes after the conclusion of Play.

### ***Rules for the Promotion of Live Odds***

8.11 A Promotion for Live Odds must not:

- be directed to children;
- portray children as participating in Live Odds betting;
- portray Live Odds betting as a family activity;
- make exaggerated claims;
- promote betting on Live Odds as a way to success or achievement; or
- associate a bet on Live Odds with alcohol.

8.12 A Promotion for Live Odds should:

- be socially responsible; and
- not mislead or deceive the audience.

8.13 A Promotion for Live Odds must contain, or conclude with, a Responsible Gambling Message as defined at clause 8.6 of this Section 8.