

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Department of Communications and the Arts

Question No: 9

Program 1.1

Hansard Ref: Page 19 24/5/2017

Topic: Gambling Advertising

Senator Chisholm, Anthony asked:

Senator CHISHOLM: Will it reduce the amount of gambling advertising on TV—the amount of money spent on gambling advertising on TV?

Senator Fifield: It will absolutely reduce the amount of money spent. That is our view and that is the clear view of the broadcasters. You only need to ask them.

Senator CHISHOLM: Has there been work done as to how much money that will be?

Senator Fifield: We had a range of inputs into taking this decision. Obviously some of those were commercial in confidence.

Senator CHISHOLM: Because of the link to the licensing fee that we talked about earlier?

Senator Fifield: We look at the effect of the decisions.

Senator CHISHOLM: Has that been from an advertising revenue point of view for the TV companies?

Senator Fifield: A range of the factors that government takes into account.

Senator CHISHOLM: Was the analysis done in terms of minutes that the ads would be on air or was it done in terms of revenue?

Senator Fifield: Revenue was something that was taken into account.

Senator CHISHOLM: What is the estimation of how much that would be reduced?

Senator Fifield: I think that is something that we would probably want to take on notice. As I said, when consulting with industry there was a range of information which was provided, some of which is commercial in confidence. That is something I think we would need just to take back to check that we were not breaching anything.

Answer:

The Government did work on the impact on broadcasters of gambling advertising restrictions. The factors taken into account in this work included:

- the proportion of revenue derived from gambling promotions before and after the 8:30 pm cut-off;
- the number and types of gambling promotions broadcast at various stages of live sporting events including pre and post-match, and during breaks in play; and
- the estimated 'replacement' revenue rate of gambling promotions with alternative promotions featuring non-gambling products or services.

The data used is both Cabinet in Confidence and Commercial in Confidence, however the analysis shows that these restrictions will result in a significant reduction in the amount of gambling advertising broadcast during live sporting events and the amount of money spent by gambling firms on broadcast advertising.