



Submission to the Interactive Gambling Amendment (Gambling Reform) Bill 2026 and National Self-exclusion Register (Cost Recovery Levy) Amendment Bill 2026 – Parliament of Australia

I am Jessie Price; I am the Community Independent candidate for Bean, ACT.

This submission is calling for the Interactive Gambling Amendment (Gambling Reform) Bill 2026 to be strengthened to reflect the intent of a number of key recommendations in the Murphy Review from 2023, You win some, you lose more ('the Review').

Australians lose more money to gambling than anywhere else in the world, and residents of the ACT suffer the biggest losses of any state or territory.¹ The submission reflects the view of many residents in the electorate of Bean that gambling advertising is a major source of harm and the proposed measures in the Bill will not effectively protect children, families, and vulnerable people.

Gambling losses are not just financial; they can lead to family stress, relationship breakdown, mental ill-health, domestic violence and death by suicide. Our community has expressed significant concern about the suffering that ongoing problem gambling causes individuals and their families. It should be treated primarily as a public health issue, not a matter of consumer choice or industry regulation. People in Bean have shared their stories of loss through betting apps; of theft and domestic violence from a family member addicted to gambling, and of being targeted by gambling companies directly when they have been taking measures to attempt to limit their own gambling addiction.

While the Bill may reduce some forms of advertising exposure, its reliance on caps, exclusions, and opt-out settings still leave children and vulnerable people exposed to the normalisation of gambling across television, online platforms, sport, and public spaces. Through advertising, gambling is becoming associated with sport, with some young people reporting that sport is becoming merely the vehicle for their primary focus which is gambling. This continued exposure increases the risk of early engagement and long-term harm. For this reason **we seek that the Bill be amended to remove remaining loopholes and immediately implement a phased total ban on all gambling advertising across television, radio, online platforms, sports, and public spaces, as described in Recommendations 26 and 27 of the Review.**

An immediate ban on gambling inducements is also sought, to implement Recommendation 16 of the Review. Inducements are a particularly callous and vicious form of marketing with studies showing they lead to decision errors, significantly increase the amount



of money spent and strongly influence those already vulnerable to gambling harm. The Bill should be amended to prohibit all forms of inducements including sign-up offers, bonus bets or free bets, deposit matching, rewards programs and better-odds promotions. Consumers must be protected against this harmful, predatory behaviour.

These reforms should also be backed by independent enforcement - Recommendation 3 of the Review. A dedicated regulator with clear powers to monitor compliance and act against breaches would ensure the law is not undermined by loopholes, inconsistent interpretation, or industry workarounds.

This submission reflects a serious and widely shared concern that gambling advertising is causing preventable harm. We acknowledge that the Bill is an attempted step in the right direction, but ask that it be amended to deliver the kind of comprehensive, effective protection recommended more than 1000 days ago. By its incomplete nature, the Bill creates the appearance of action while in actual fact delaying the evidenced measures needed to protect young and vulnerable Australians. Our community should not be left exposed to avoidable harm through incomplete reform.

Yours sincerely,

Jessie Price

Community Independent candidate for Bean, ACT

19 July, 2026

¹ <https://www.theguardian.com/australia-news/2024/sep/15/australia-gambling-annual-losses-ads-ban-calls>