

To the Gambling Reform Committee,

I am very concerned about the integration of gambling culture, terminology and advertising into the broadcasting of sport.

It is very clear to me that none of the sports are willing to limit their commercial opportunities by voluntarily accepting the concept that what they promote has an adverse impact on children.

To hear sporting/gambling executives tell the committee that advertising is about brand differentiation, rather than about increasing the total gambling business, is a complete re run of hearing tobacco companies say exactly the same thing years ago.

To have sporting/gambling executives say that they promote responsible gambling is remarkable and reminds me of the tobacco companies giving evidence that they did not believe smoking caused cancer.

To have sporting/gambling executives say that the advertising of gambling does not impact on children also reminds me of the tobacco and alcohol companies telling the same unbelievable stories.

Unfortunately the NRL, the ARL and Cricket are now the creatures of the media and sporting advertisers.

The executives who run those organisations lack any credibility in regard to the promotion of alcohol and gambling.

Those executives may believe what they are saying. I think some people within the Catholic church also chose to believe that child abuse did not happen in that organisation. The comparison is not to harsh.

By integrating gambling, alcohol [and in the case of NRL and ARL, violence] into the broadcasting of sport some will make more money but many many children will be subject to the continued family miseries that accompany alcohol and gambling abuse.

Regulation is the only way of exercising any control on these activities.

Now is the time to do it.

Sincerely,

Max Vardanega