

Dear Senate Committee for Gambling Reform

I am a regular watcher of sports on TV especially the (quality) coverage for rugby league, cricket and AFL and I congratulate the broadcasters for the many features, improvements and substantial resources they devote to their respective coverage.

However, I am now firmly among the growing mass of people who are concerned / annoyed / peeved at the prominence and implied importance offered to Tom Waterhouse (or any other sports betting company or spokesperson) during their normal broadcasts.

Whilst I understand the betting organisations and the broadcasters are operating under the current legislation, rules, guidelines and protocols of the Government and the various broadcasting, advertising and gambling (?) regulatory bodies.

After chatting to friends and family, apparently I am not alone in my annoyance. My children are not old enough to watch or understand sport (nor my wrath) but my friends are disgusted that their older children recite "tom waterhouse dot com", "t-a-b sports bet", "bet with your head, not over it" and "gamble responsibly" as easily as their alphabet!

We all agree that sports betting is and can be a great joy (and problem) for many adults but there has to be far better targeted, more effective and with less 'collateral damage' advertising and marketing opportunities for betting available than in-broadcast and/or during commercial breaks for sports broadcasting.

As such, I encourage all efforts for protocols and legislation for all sports tv, radio and online broadcasting to be given a G classification as soon as possible.

Yours Sincerely