

Response from Tim Costello, Alliance for Gambling Reform

We know the impact gambling ads have on kids. We know the dangers of combining sport and gambling and kids. Disney, the maker of the worlds most loved kids movies like Lion King and Cinderella, are now ramming ads for an adult product down kids throats. It's a disgrace.

We've had enough hearing the line that broadcasters have made a mistake and gotten off with (another) warning. These commercial organisations know how to do their job, they know their responsibilities and they also know where the loopholes are.

This has been happening forever and will continue to happen until governments take seriously the harms these products and their ads do to families, kids and communities. Governments can make watertight legislation, but they don't.

The platform is responsible and should be held accountable. Our job is also to advocate so that the regulator has the legislation and resources they need to do their job, and that is where the Prime Minister and the Communications need to be held to account to stop allowing this Swiss cheese legislation to govern harmful products that hurt kids sitting down to watch Disney programming.

If Disney is serious about child safety, and I hope they are, they should make a commitment to ensure no gambling ads will run during daytime sport, and even better, they should grab hold of the communities desire to ban gambling ads and make a commitment that they will not run any gambling ads on their service, at anytime.