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Statement from Responsible Wagering Australia CEO Kai Cantwell,

Online wagering is one of the few industries in Australia with a strict pre-verification system, where no one can open an online wagering account without first proving they're over 18. Other industries can learn from the standards we've set, and we're open to working with both government and industry to share our experience and improve technology and protections across the board.

The Government has acknowledged that age-assurance technology can be used to block under-16s from social media and it makes sense to apply the same technology to ensure gambling ads and other age-restricted content are only seen by adults.

An outright ban would do little to reduce harm and would simply push Australians towards illegal offshore gambling sites, which aren't subject to any Australian advertising rules or consumer protections. The better approach is to apply the technology available to ensure that gambling advertising is appropriately targeted and that gambling stays within the regulated environment.