

**Government Response to the report of the Petitions Committee:
*Petition of Problem Gambling Foundation of New Zealand: Prohibit
the advertising of gambling***

Presented to the House of Representatives

In accordance with Standing Order 256

In Confidence

Government response to Report of the Petitions Committee: *Petition of Problem Gambling Foundation of New Zealand: Prohibit the advertising of gambling*

Introduction

- 1 The Government has considered the Petition Committee's report on the Petition of Problem Gambling Foundation of New Zealand: *Prohibit the advertising of gambling*.
- 2 The Petition requested that the House of Representatives prohibit the advertising of all gambling in Aotearoa New Zealand (pokies, casinos, Lotteries Commission, TAB and online gambling), including on traditional media and online platforms.
- 3 The Government welcomes the Committee's report and thanks it for considering and compiling the report and recommendation. The Government also thanks the petitioner for raising their concerns around the impact of gambling advertising on those who experience gambling harm.
- 4 The Government responds to the Committee's report in accordance with Standing Order 256.

Recommendation and government response

- 5 *Recommendation: that the Government reviews the regulatory settings around gambling advertising in New Zealand.*
- 6 Gambling advertising is currently regulated under the Gambling Act 2003 and the Racing Industry Act 2020.
- 7 The Government's current policy work programme is focussed on ensuring the regulatory settings around gambling are fit for purpose in the online environment. New legislation is being progressed to regulate online casino gambling through the Online Casino Gambling Bill to enable a safer regulated market for consumers who wish to gamble online. The Government has also recently amended the Racing Industry Act 2020 to extend TAB NZ's land-based monopoly for sports and racing betting to online betting.

Online Casino Gambling

- 8 The Gambling Act currently prohibits offshore gambling operators from publishing or arranging to publish an overseas gambling advertisement in New Zealand. Under the proposed legislation to regulate the online casino gambling market in New Zealand, licensed operators will be able to advertise within parameters to channel consumers to regulated platforms that comply with harm prevention and minimisation, consumer protection and advertising regulations. Unlicensed operators will be prohibited from advertising to New Zealanders.

- 9 The Government recognises that some population groups are disproportionately impacted by gambling harm, and that gambling advertising can increase the risk of harm. Regulations under the new legislation will set out detailed advertising, sponsorship and promotion rules that cover the intended audiences; form; content; timing, frequency and volume; location and placement of advertisements; and the use of third parties, such as influencers.
- 10 The Government supports restrictions on gambling advertising. On 24 November 2025 Cabinet agreed that regulations to restrict advertising would include requiring that operators must not target advertisements at those under the age of 25 unless the operator can demonstrate that the advertisement can be precisely targeted at consumers over the age of 18; and that operators must exclude those who have self-excluded, or those identified by an operator as a problem gambler, from receiving direct and loyalty programme advertising.
- 11 Regulation of the online casino gambling market will be a significant change to the regulatory settings around gambling advertising in New Zealand, and the Government considers that it is important to embed and understand the impact of these changes before further reviewing regulatory settings. A review of the online casino gambling regulatory system will be conducted within three years of operation to ensure it is minimising harm, providing consumer protections, as well as supporting tax collection.

Sports and racing betting

- 12 The Racing Industry Amendment Act 2025 amended the Racing Industry Act 2020 to extend TAB New Zealand's land-based monopoly for sports and racing betting to online betting. The amendment also updated the Act's regulation-making powers for harm minimisation from racing and sports betting, including those relating to advertising restrictions, among other changes. The Act contains provisions to make regulations relating to advertising restrictions.
- 13 The Amendment Act came into force in June 2025. The Minister for Racing intends to observe the new system before considering further regulation in the harm minimisation area to ensure any changes are well informed. This will better ensure that, where required, any new regulations are complementary to those described in the anticipated online casino gambling system.

Conclusion

- 14 The Government recognises that gambling advertising can increase the risk of gambling harm. Its current focus is on regulating online casino gambling to ensure a safer regulated online casino market. The Government supports restrictions on gambling advertising to ensure the greatest protection for population groups who are more likely to be vulnerable to gambling related harm.

- 15 Significant regulatory change is currently being progressed in relation to online casino gambling advertising. The Government considers that it is important to embed and understand the impact of these changes before further reviewing regulatory settings.