



**The Hon Michelle Rowland MP**

Minister for Communications

**The Hon Amanda Rishworth MP**

Minister for Social Services

## **MEDIA RELEASE**

### **Albanese Government officially launches BetStop**

Australians at risk of experiencing gambling harm will now be able to self-exclude from all licensed interacting wagering services following the launch today of BetStop – the National Self-Exclusion Register.

BetStop covers all Australian licensed interactive wagering service providers, -- both online and telephone-based –, and will mean they are not allowed to open an account or accept a bet from self-excluded individuals, or send them marketing material.

Australians will be able to self-exclude from a minimum of 3 months to a lifetime, by registering free-of-charge and in a single interaction.

Wagering service providers must promote BetStop, including on their websites and apps, and via marketing material to customers. A public awareness campaign will be run by the Australian Communications and Media Authority (ACMA) to promote BetStop.

BetStop is the final measure of the National Consumer Protection Framework for Online Wagering. Two other measures – consistent gambling messaging and training for wagering staff – came into effect on 30 March of this year.

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The Commonwealth will continue to work with states and territories on what comes next to reduce harm caused by online wagering.

The ACMA will be responsible for regulating BetStop, which is operated by IXUP Limited. BetStop has been subject to extensive testing and trialling to ensure it provides a secure and trusted environment for users.

Complementing the launch of BetStop, the Government will also introduce mandatory customer pre-verification, requiring wagering service providers to verify a customer's identity when they register for a new account and before they can place a bet.

This will replace the existing requirement to verify a customer's identity within 72 hours, and enhances protection for citizens, including underage or newly registered individuals who have self-excluded through BetStop.

This requirement is expected to be in place by the end of September 2023.

The two measures – BetStop and customer pre-verification – form part of the Government's ongoing commitment to harm minimisation, and were recommended in the final report from Parliamentary inquiry into online gambling and its impacts on those experiencing gambling harm handed down in June.

The launch of BetStop and introduction of customer pre-verification build on the Albanese Government's commitment to ban the use of credit cards for online wagering, and strengthen classification of gambling-like features in video games, including loot boxes and simulated gambling.

The Government has also already implemented mandatory monthly activity statements so those engaging in online wagering can easily see their wins and losses, nationally consistent staff training and new evidence-based taglines to replace 'Gamble Responsibly'.

For more information or to register, visit [www.betstop.gov.au](https://www.betstop.gov.au)

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**Quotes attributable to Minister for Communications, the Hon Michelle Rowland MP:**

*“The Albanese Government is committed to minimising gambling harms for vulnerable Australians. That’s why I am pleased the National Self-Exclusion Register has officially launched.*

*“BetStop will change lives for the better, giving Australians most at-risk of gambling harm the support they need to self-exclude from interactive licensed wagering.*

*“BetStop is the last of 10 measures to be implemented under the National Consumer Protection Framework for online wagering.*

**Quotes attributable to Minister for Social Services, the Hon Amanda Rishworth MP:**

*“With the introduction of BetStop, all measures under the National Consumer Protection Framework will be realised, with significant action delivered by our Government in just over a year.*

*“These measures will help to minimise the harm we see as a result of online gambling. For many people, it will change their lives.*

*“We know minimising the harm caused by online gambling is not a set and forget exercise and I look forward to working with my state and territory counterparts on what comes next to continue this positive change.”*

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