CHECKLIST · MARKETING

Betting ads online will need a login and an opt-out from 1 January

Published 20 November 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/wagering-ads-login-opt-out-january-2027/

- [ ] **Find out if your site or app shows betting ads.** Check your ad network settings and direct deals for wagering advertisers before 1 January 2027.
- [ ] **Turn betting ads off if you can't meet the triple lock.** Unless another exception applies, a service without logins, age checks and an opt-out can't show them to anyone from 1 January.
- [ ] **Build an opt-out that says "gambling advertising" or "wagering advertising".** If you keep betting ads, put the switch somewhere easy to find, tie it to the account and remind users of it every year.
- [ ] **Offer an age check that isn't only government ID.** The law requires a reasonable alternative to government ID and Digital ID.
- [ ] **Write down your risk assessment.** The ACMA expects services to show the reasonable steps they took, and to keep records for 12 months.
- [ ] **Advertisers: get evidence from each platform.** Ask how it meets the triple lock before booking betting ads, so you can rely on the due-diligence defence.
- [ ] **Betting brands: pull ads featuring famous faces.** From 1 January 2027, betting ads can't feature athletes, celebrities or influencers, whatever the contract date.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.