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Odds Are You Won't See It

Why Australia's national self-exclusion register for online wagering remains unseen and under-used

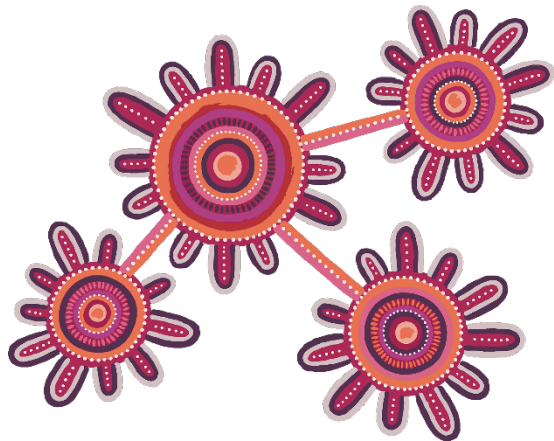
Kei Sakata, Mikayla Budinski, Gabriel Tillman, Patrick Bosher, Nancy Greer

Australian Institute of Family Studies (AIFS) Conference 2026 · Melbourne, 9 September 2026.

Acknowledgement of Country



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The Australian Institute of Family Studies acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to lands and waters. We pay our respects to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.

Sensitive content warning



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This content discusses gambling harm and addiction, if you or someone you know is experiencing gambling-related issues please call Gambling Help on 1800 858 858 or visit the [Gambling Help Online](#) to chat with a trained professional online.

What is BetStop?



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- Australia's National Self-Exclusion Register
- A national safeguard designed to reduce harm from online wagering

Person wishes
to self-exclude



Visits BetStop
website and
registers to self-
exclude for three
months, longer, or
permanently.



Can no longer:

1. Open accounts
2. Place bets
3. Receive marketing

With any licensed
Australian online and
phone wagering services

Current reach is limited



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As at 30 June 2025

**5
Million**

Wagerers in
Australia

400,000

Wagerers were
high-risk gamblers

30,032

Active BetStop
exclusions

Active exclusions represent a small fraction of the population who may benefit.

What might be limiting BetStop's reach?



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Two complementary analyses conducted approximately one year after BetStop launched

1 Public awareness

3,881 adults

- 2024 National Gambling Prevalence Study Pilot
- Gambling / wagering participation
- Nationally representative sample

2 Provider promotion

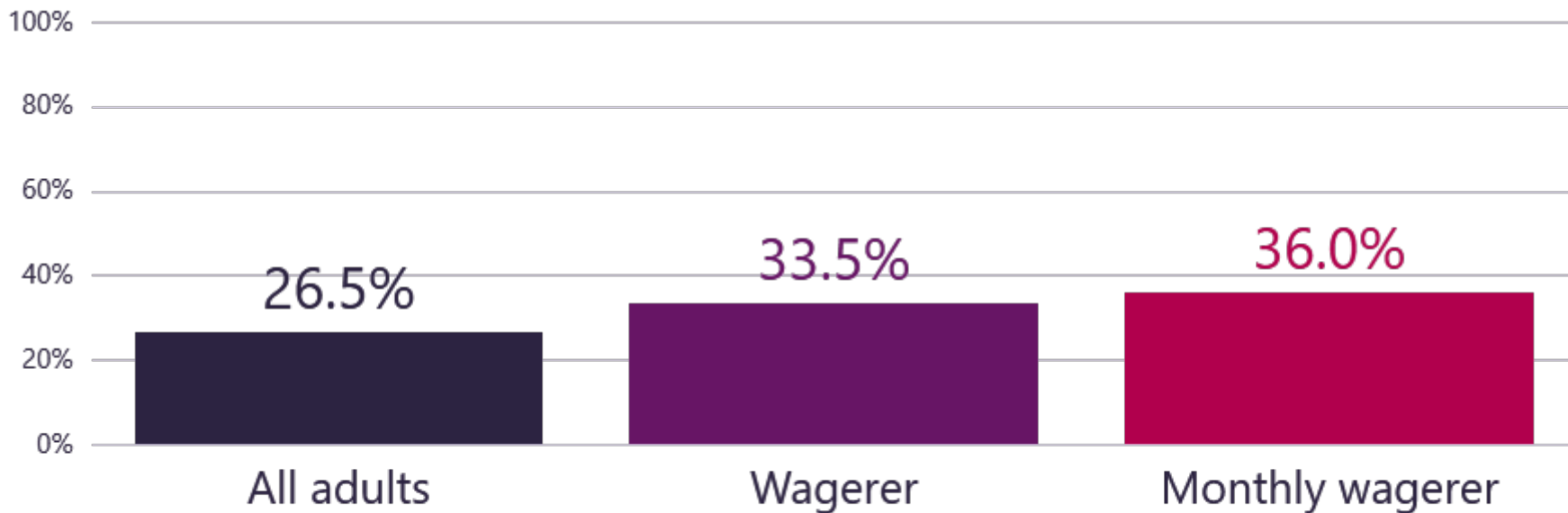
40 platforms sampled

- 20 websites + 20 apps*
- Environmental scan of required messaging
- Prominence, legibility and accessibility assessed

Only one in three recent wagerers knew about BetStop



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Awareness increased only modestly with wagering frequency

Awareness was lower among two priority groups



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Adults aged 18–35

–7 pp

compared with adults aged 55+

**People born outside
Australia**

–8 pp

compared with people born in
Australia

Awareness strategies need to be age-appropriate and accessible to diverse communities.

Online Wagering Providers are required to promote BetStop



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Providers must make BetStop information:

- 1 **Present on required pages**
- 2 **[Link to BetStop website](#)**
- 3 **Be prominent, clear and legible***
- 4 **Positioned near other consumer protections**

Spot the BetStop message

FiestaBet | Spice up your betting

fiestabet.com.au

Incognito

R4 Northfield Pa... -9s

R10 Santa Anita P... 2m 51s

R3 Ballarat 3m 51s

R2 Flemmoro Do... 6m

R10 Sam Houston... 11m

R4 Ballarat 18m

R5 Northfield Pa... 20m

R21 Valparaiso (C... 22m

Log In

Sign Up



Download on the App Store

GET IT ON Google Play

For any enquiries email us at service@fiestabet.com.au

FiestaBet gambling operations are governed by our [Responsible Gambling Code Of Conduct](#). Think! About your choices. Call Gambler's Help or Gambling Help on [1800 858 858](tel:1800858858) or visit gamblershelp.com.au or gamblinghelponline.org.au. Call Gambler's Help Youthline on [1800 262 370](tel:1800262370). Gamble Responsibly.

In relation to South Australian residents, our gambling operations are also governed by the South Australian Responsible Gambling [code of practice](#). Think of the people who need your support. Gamble Responsibly.

If you would like to make use of our Safer Gambling Tools including setting deposit limits, applying for take a breaks, permanently self excluding your account, or to close your account - please [login and manage your account](#), email help@fiestabet.com.au or call (03) 7035 5731.

BetStop - the National Self-Exclusion Register is a free service for people who want to exclude from all Australian online wagering providers. For more info visit www.betstop.gov.au

Our partners



We accept



Quick links

Responsible Gambling

Terms & Conditions

Deposit Funds

My Account

Privacy Policy

Help & Support

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18+

Must be 18+

WHAT'S GAMBLING REALLY COSTING YOU?

For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au

BET SLIP



EMPTY PINATA

To get started, add your racing and sports selections.

WHAT ARE YOU REALLY GAMBLING WITH?

For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au

We measured one aspect of legibility: contrast



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- Contrast ratio is the difference between text and background
- Used Web Content Accessibility Guidelines (WCAG) to classify into 3 grades:

**AAA rating
(higher
standard)**

**AA rating
(minimum
standard)**

**Below AA
(minimum
not met)**

You can self- exclude from all legal online and phone wagering throughout Australia via Betstop - the National Self- Exclusion Register. You can visit BetStop at:
www.betstop.gov.au.



For national exclusion from Wagering Providers contact BetStop, the National Self Exclusion Register at <https://www.betstop.gov.au>

BetStop - the National Self-Exclusion Register is a free service providers. For more info visit www.betstop.gov.au

Almost one in three platforms assessed failed the minimum contrast standard



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**Below AA
30.8%**

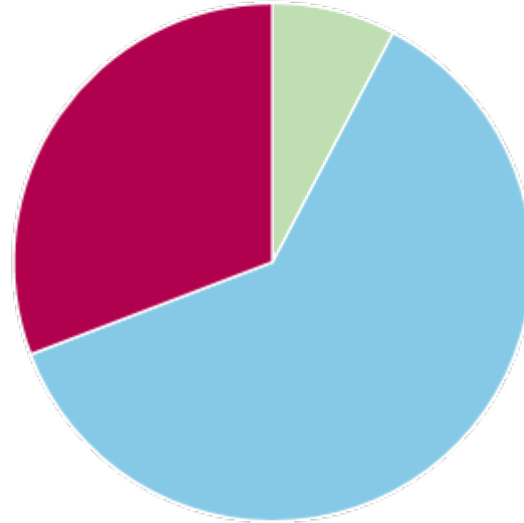
**AAA rating
7.7%**

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BetStop - the National Self-Exclusion Register is a free service for problem gamblers and their families. For more info visit www.betstop.gov.au

40% apps vs 20% websites



**AA rating
61.5%**

For national exclusion from Wagering Providers contact BetStop, the National Self Exclusion Register at <https://www.betstop.gov.au>

Two in three platforms assessed failed at least one requirement



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By platform:

74%
Apps

60%
Websites

Most common requirements not met:

31% Had a message below the minimum contrast standard

21% Had a BetStop message missing a hyperlink

15% Were missing a required BetStop message

Summary



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1

Low awareness

Only 33.5% of recent
wagerers were aware.

2

Unequal reach

Younger and
overseas-born adults
were less likely to be
aware.

3

Inconsistent promotion

Legibility and access
problems were
common, especially in
apps.

People cannot use a harm-minimisation tool they do not know exists.

Recommendations



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1

Target awareness

Develop campaigns for younger adults and overseas-born Australians.

2

Define measurable design standards

Clarify what constitutes prominence and legibility more concretely.

3

Strengthen compliance support and monitoring

Undertake regular reviews and provide practical guidance to providers.

Thank you!

Questions?

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27 November 2025

Understanding public
awareness of BetStop in...

Awareness of BetStop is low. Only 1 in 3
bettors know BetStop exists. Stronger
promotion is needed.

Research report



Access the full report including detailed
methodology online at aifs.gov.au

