

Advertising Association response: DCMS consultation on proposals for changes to Gaming Machines and Social Responsibility Measures

23 January 2018

1. The Advertising Association promotes the role, rights and responsibilities of advertising. We bring together companies that advertise, their agencies, the media and relevant trade associations to seek consensus and a way forward on advertising issues. We strongly support the ASA self- and co-regulatory system and its evidence-based approach to code-making.
2. We welcome the opportunity to respond to the DCMS call for evidence and focus our comments on one question only: *Do you support this package of measures to address concerns about gambling advertising?*
3. We support the Government's objective to strike the right balance between socially responsible growth and the protection of consumers and wider communities. The gambling and wider advertising industries are committed to rigorous and effective self-regulation, enforceable by the ASA and, for the gambling companies, through their licence requirements set by the Gambling Commission.
4. We welcome the Government's support for our collective offer to develop a media campaign to promote responsible gambling behaviour, led by GambleAware. We have continued working through 2017 to develop the proposal and we will support the roll out of the campaign through our participation in the Campaign Board.
5. We welcome the Government's recognition that the self- and co-regulatory system "works well and the Government continues to support it." The Advertising Association is a member of CAP/BCAP and is participating in the development of new guidance around gambling advertising.
6. Finally, we support the actions proposed by the Gambling Commission, GambleAware and others to promote greater social responsibility in advertising, including the further research commissioned to explore the effects of marketing and advertising on children, young people and vulnerable groups.