

20 August 2015

IGRG Announces Improvements To The Industry Code For Socially Responsible Advertising

The IGRG has today announced a range of improvements that will be made to the Industry Code for Socially Responsible Advertising. These improvements will form part for a revised version of the Code and will be implemented within six months.

The Code was originally produced in 2007. Among its most significant measures were:

- the 9pm television watershed for all gambling products except bingo and sports betting around televised sport
- the requirement for advertising to carry information about the Gamble Aware website
- the removal of sponsoring operators' logos from all children's merchandise, such as replica football kits