

Victoria Gambling Regulations

Summary of yourtown's advocacy submission 2026



What is it about?

yourtown provided a submission to the Victorian Department of Justice and Community Safety in response to its consultation on the proposed Gambling Regulations 2026, which will remake the current Gambling Regulations 2015 ahead of their automatic expiration in June 2026. The submission focuses on closing regulatory loopholes that allow lottery-like products to operate without appropriate safeguards and oversight. **yourtown** calls for targeted amendments to restore fairness between highly regulated charitable Art Unions and unregulated for-profit lottery-like activity. These changes are needed to strengthen transparency and consumer protections, and to protect charitable lotteries so they can continue funding essential community services.

Why is it important?

The Gambling Regulations 2026 will establish how gambling products are regulated in Victoria. If loopholes remain, consumers are exposed to unfair or misleading lottery-like products and regulators have fewer tools to intervene when problems arise. Because the current Regulations are due to sunset in June 2026, decisions made now will determine what protections and enforcement powers are in place for years to come. Weak regulation can also undermine lawful charitable fundraising, which helps fund essential services for children and young people in Victoria, including Kids Helpline. If charitable fundraising is eroded, the demand for support does not disappear. In practice, this shifts responsibility onto the Victorian Government to fund services that charitable lotteries currently help sustain for children, young people, families, and communities.

Some of **yourtown's** key messages:

1. Act decisively within the current regulatory window

With the Regulations due to commence ahead of the June 2026 sunset, this consultation is a time-limited opportunity to fix known gaps. Proceeding without targeted amendments would defer reform and allow regulatory avoidance to become further embedded.

2. Move beyond a light touch approach

Minor or technical amendments are not sufficient in the current environment. The Regulations should include targeted changes that close trade promotion loopholes and prevent further expansion of lottery-like activity operating without meaningful safeguards.

3. Restore fairness and regulatory integrity

The current settings create an uneven playing field by holding charitable Art Unions to higher standards while allowing some for-profit operators to conduct lottery-like activity without equivalent licensing, probity, transparency and oversight. Regulatory settings should apply consistently to lottery-like activity, based on how products operate in practice and the risks they create, rather than how they are classified.

4. Protect consumers through consistent safeguards

Consumers should not face different levels of protection depending on how a product is labelled. Where products operate like lotteries in practice, safeguards such as transparency about odds, draw controls, and clear accountability should apply consistently to reduce avoidable harm and confusion.

5. Strengthen transparency as a minimum standard

Transparency is a practical safeguard that underpins consumer confidence and enforceability. Because trade promotion lotteries do not require permits, regulators lack basic data about how these products operate, which weakens oversight and harm minimisation planning. The Regulations should strengthen disclosure, record keeping and outcome reporting proportionate to scale and risk.

6. Safeguard charitable fundraising and community services

Unregulated for-profit lottery-like activity can erode charitable fundraising and reduce funds available for community services. Charitable lotteries help fund supports for children and young people in Victoria, including Kids Helpline, Kids Helpline @ School, and My Circle, so regulatory settings that undermine lawful fundraising can increase downstream pressure on government-funded systems.

7. Adopt implementable amendments and communicate policy intent

The submission provides a practical pathway for reform through targeted amendments and calls for clear guidance to communicate the intended scope of trade promotion lotteries. This supports consistent enforcement and reduces the risk of ongoing avoidance through business model redesign.



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