Subject: **Sexist gambling ads are a dangerous game: Take Action this International Women’s Day**

Dear supporters and friends,

Happy International Women’s Day!

This year, I want to highlight the highly gendered nature of gambling ads – yet another reason to get them off our TV screens.

*Australians are inundated with gambling ads daily - every 91 seconds on free-to-air TV.*

These ads target men and focus on stereotypical “male” traits, including often problematic behaviour and language, and feature male celebrities. If women are ever depicted, they are hyper-sexualised and passive objects present only to serve the men in the adverts.

***We know how gender stereotyping reinforces inequalities, promotes sexist behaviour, and attitudes and perpetuates violence against women.***

Whilst I celebrate the fact that Australia’s major sporting codes all actively work to improve women and girls’ participation in sport. I want Australia’s sporting codes to step-up and use their power to do better in promoting gender equity throughout sport. This means pushing-back against sponsors whose advertising perpetuates negative gender stereotypes.

I will be writing to the major Australian sporting codes to express my concerns about this. Will you join me?

You can either share a message on your socials or send an email to people who hold influence!

See my tips and an email template below!

In solidarity,

Marisa

***Tips for socials***: keep it sort something like: Time to put an end to sexist gambling ads #BetsOffGameOn

***Send an email*** to Jo Setright, the Executive Director of the Coalition of Major Professional and Participation Sports. Feel free to write your own, or I have included a template below (it would be great if you could let me know too)!

Email: [jsetright@compps.com.au](mailto:jsetright@compps.com.au)

Subject: **Sexist gambling ads are a dangerous game, please stand up for women**

Dear Jo Setright, Executive Director, Policy, Coalition of Major Professional and Participation Sports,

**Re**: **Sexist gambling ads are a dangerous game, please stand up for women**

I am writing to you to ask you to step up for women and demand better from Australian sporting code gambling sponsors.

Many of the gambling adverts that go to air during sports games directly reinforce negative gender stereotypes and biases. In this day and age, where major sports are actively trying to increase women’s participation and engagement in sport, the messages from these ads counteract this good work.

I call on you to recognise this problem and work with Australian sporting codes to promote more equitable messages that empower women and support the cultural change we are all working towards in their advertising.

Kind regards,

[Your name]