



State of Play: Alcohol and gambling industry influence in the AFL and NRL

Research Report

August 2026

fare.

Foundation for Alcohol
Research & Education

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About FARE

The Foundation for Alcohol Research and Education (FARE) is a not-for-profit organisation with a vision for an Australia free from alcohol harms – where communities are healthy and well, and where laws, policies and programs are fair, equitable and just.

We work collaboratively to build the capacity of people wanting to create change, raise community awareness of alcohol harms, advocate for policy change aimed at preventing alcohol-related harms and increase accountability of companies that fuel harm.

To learn more about us and our work visit www.fare.org.au.

FARE acknowledges the Traditional Owners and Custodians of the lands and waters on which we operate throughout Australia. We pay our respects to Elders past and present, and recognise the continuing connection to country of Aboriginal and Torres Strait Islander peoples.

Citing and acknowledgements

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Executive summary

Everyone in Australia – especially children and young people – should be able to watch and follow sports free from alcohol and gambling advertising. For years, the community has been calling for this change.

Despite this, alcohol and gambling companies continue to saturate the Australian Football League (AFL) and National Rugby League (NRL) with advertising of their harmful products, through a myriad of sponsorship deals across the two leagues.

This report investigated current AFL and NRL alcohol and gambling sponsorships. The analysis found that, as of the end of May 2026, every AFL and NRL team – and organising bodies – have sponsorships deals with alcohol companies. The alcohol and gambling industries use the reach and influence of the leagues to gain extensive advertising exposure.

This gives harmful industries access to millions of Australians, including through direct sponsorship of the leagues, partnerships with AFL and NRL TV broadcasters, and sponsorship of clubs. The leagues also receive substantial income from gambling on their games, and several AFL and NRL clubs make multimillion-dollars from people's losses from poker machines each year.

Evidence shows exposure to alcohol advertising leads to increased levels of harm. Children and teenagers exposed to these ads are more likely to drink earlier and at high-risk levels later in life.

The proliferation of this advertising in sport also reinforces a harmful association between alcohol and sport. Sport has enormous power to shape culture, when harmful ideas about masculinity, alcohol and aggression are reinforced through that influence, violence becomes easier to excuse, dismiss and perpetuate.



VB sponsorship of Foxtel NRL broadcast. NRL 2025. NRL website, 5 October 2025, <https://www.nrl.com/watch/matches/telstra-premiership/2025/grand-final/full-match-replay-storm-v-broncos---grand-final-2025>

Summary of findings

1. All AFL and NRL clubs are sponsored by alcohol companies

As part of AFL alcohol sponsorship deals in 2025 and 2026, all AFL clubs advertise alcohol brands at stadiums during matches, and all AFL clubs promote alcohol brands through their digital channels.

Two AFL clubs, Brisbane Lions and St Kilda, had alcohol branding on playing or official uniforms in 2025, but this was discontinued for both clubs in 2026.

As part of the NRL alcohol sponsorship deals in both seasons:

- Five NRL clubs have alcohol branding on their playing or official uniforms (Brisbane Broncos, Canterbury Bankstown Bulldogs, Dolphins, Newcastle Knights and North Queensland Cowboys),
- One club's alcohol sponsorship involves home stadium naming rights (Manly Warringah Sea Eagles' 4 Pines Park).
- At least 12 NRL clubs advertise alcohol sponsors at stadiums during games.
- All NRL clubs promote alcohol brands through their digital channels.

CODE	CLUBS WITH ALCOHOL SPONSORS	CLUBS WITHOUT ALCOHOL SPONSORS
	               	Nil
	                	Nil

2. All NRL clubs, and five AFL clubs, are sponsored by gambling companies

All NRL clubs are sponsored by gambling companies, including sports gambling and lottery brands, casinos and poker machine clubs, under deals in place in 2025 and 2026.

- In 2025, six NRL clubs had gambling branding on official uniforms and at least nine had gambling advertising in stadiums or during matches.
- In 2026, the number of NRL clubs with gambling branding on official uniforms increased to seven, and the number with gambling stadium advertising or in-match promotions increased to ten.

Five AFL clubs – Brisbane Lions, Fremantle, Gold Coast Suns, Greater Western Sydney (GWS) Giants and West Coast Eagles – had sponsorship deals with gambling brands, including sports gambling companies and casinos, in 2025. These remained in place in 2026. However, GWS Giants' gambling sponsor changed from TAB to Unibet.

CODE	CLUBS WITH GAMBLING SPONSORS	CLUBS WITHOUT GAMBLING SPONSORS
	    	          
	                	Nil

3. Many AFLW and NRLW teams have alcohol and gambling sponsors, providing new avenues for the companies to target young women

Many alcohol sponsorships of AFL clubs and NRL clubs extended to sponsorship of their AFLW and NRLW teams in 2025 and will continue to do so in 2026. In addition, several AFLW teams have their own alcohol sponsors, which are not club level sponsorships.

- In 2025, at least ten AFLW teams and at least three NRLW teams had alcohol sponsorships.
- For the 2026 NRLW and AFLW seasons, commencing in July and August 2026 (respectively), there are nine confirmed alcohol sponsorships for AFLW teams and four for the NRLW.
- Two AFLW clubs had gambling sponsors in 2025, and this will increase to at least three in 2026.
- At least six NRLW teams had gambling sponsors in 2025, and this will increase to seven in 2026.

CODE	 	
CLUBS WITH ALCOHOL SPONSORS IN 2026	        	   
CLUBS WITH GAMBLING SPONSORS IN 2026	  	      

4. The AFL and NRL leagues are sponsored extensively by alcohol and gambling companies, and make money from every bet placed on their games

- The AFL has sponsorship partnerships with five alcohol brands, while the NRL is sponsored by two alcohol brands. These sponsorships were in place in both 2025 and 2026.
- SportsBet is a major sponsor of both the AFL and the NRL under deals reportedly worth about \$10 million per year to the NRL and \$8 to \$10 million per year to the AFL, which have continued throughout 2025 and 2026.
- These deals involve widespread advertising of alcohol and gambling companies and brands, including match naming rights, TV and stadium advertising, digital advertising, and first access to advertising during AFL and NRL match broadcasts.
- The AFL and the NRL also make money from every bet placed on their games under deals with sports betting companies (such as SportsBet, Tabcorp, betr, Ladbrokes, neds, dabble, Bet365, Unibet and Picklebet) – reported to amount to \$50 million per year for the NRL and \$30 to \$40 million per year for the AFL.

		
NUMBER OF LEAGUE ALCOHOL SPONSORS	 Five alcohol sponsors	 Two alcohol sponsors
MAJOR GAMBLING SPONSORSHIP	 Approx \$8-10 million per year	 Approx \$10 million per year
REVENUE FROM GAMBLING BETS PLACED ON GAMES	Approx \$30-40 million per year	Approx \$50 million per year

5. NRL and NRLW State of Origin teams are sponsored by several alcohol companies, with multi-channel alcohol advertising throughout State of Origin series

- The New South Wales Rugby League (NSWRL) and the Queensland Rugby League (QRL), and their State of Origin teams the New South Wales (NSW) Blues and Queensland Maroons, also have multiple alcohol sponsorships, providing alcohol companies with multi-channel alcohol advertising throughout the 2025 State of Origin series, and in the first game of the 2026 series.

6. AFL alcohol and gambling sponsors were promoted through the 2026 AFL State of Origin

- The AFL's 2026 State of Origin match and teams did not have specific alcohol or gambling sponsors. However, AFL league alcohol and gambling sponsors were advertised during and in association with the match.

7. A small number of parent corporations are behind more than 50% of AFL and NRL alcohol and gambling sponsorship deals

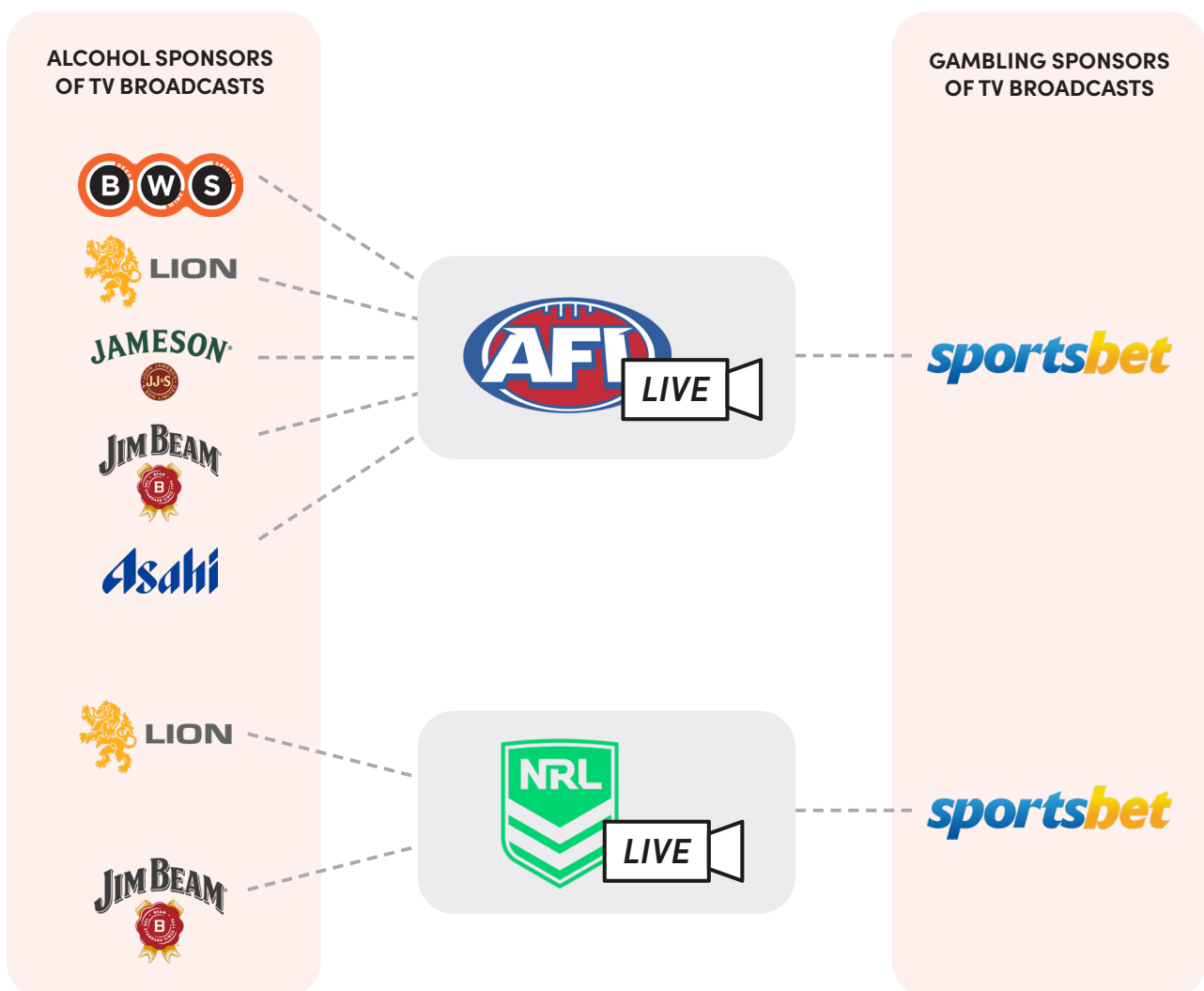
- Across the AFL and NRL leagues, TV broadcasting partnerships, State of Origin teams, and AFL and NRL clubs, in both 2025 and 2026:
 - » Five alcohol parent companies are responsible for at least 50% of alcohol brand sponsorship deals
 - » Five parent companies (four gambling and one private equity) are behind more than 50% of gambling sponsorship deals.



Game uniform sponsorship, NRL State of Origin, 2025. Source: CODE Sports website, n.d., <https://www.codesports.com.au/nrl/all-9-queensland-penalties-and-two-sixagains/video/448927e77ae32040b29931e191b72d54>.

8. All AFL and NRL TV broadcasting partnerships are sponsored by alcohol and gambling companies

- From 2025 to 2026 the number of alcohol sponsors of AFL and NRL free-to-air TV broadcasting partnerships has increased through new deals with Seven and Nine. These new deals will increase the volume of alcohol advertising during NRL and AFL matches on free-to-air TV in 2026.
- Throughout 2025 and 2026, SportsBet has sponsored all TV broadcasting of both leagues: AFL broadcasting by the Seven Network (including streaming platform 7plus) and Foxtel (including Kayo); and NRL broadcasting by Nine (including 9Now) and Foxtel (including Kayo).
- AFL and NRL broadcasts have been sponsored by the alcohol industry in both seasons.
 - » In 2025, Seven's AFL coverage was sponsored by alcohol retailer BWS and Lion (owner of alcohol brands including XXXX, Tooheys, Carlton Draught and Hard Rated). Seven added two more alcohol sponsors of its AFL coverage in 2026: Jim Beam and Asahi Beverages.
 - » Nine's 2025 NRL broadcasting partnership did not have any alcohol sponsors in 2025, but Jim Beam and Lion are new sponsors in 2026.
 - » Foxtel's AFL coverage was sponsored by Lion and Jameson Irish Whiskey in 2025, but only Jameson Irish Whiskey's sponsorship continued in 2026. Foxtel's 2025 NRL coverage was sponsored by Victoria Bitter (VB), Jim Beam and Lion, but these sponsorships did not continue in 2026.



Introduction

Each season, millions of fans watch AFL and NRL men's and women's teams play at stadiums, and on TV and streaming broadcasts. Fans can have generational connections to their teams, which are a focus of social connection and belonging in the community. Children grow up watching games, following their teams and favourite players, and having "the footy" on the TV as a near constant backdrop in their homes during season.

The AFL and NRL leagues, clubs and media broadcasters have multiple alcohol and gambling sponsorships. As a result, the sports are saturated with alcohol and gambling advertising – on TV, at stadiums, on player uniforms, in the media and across online spaces, including social media. This advertising reaches vast audiences. In 2025 NRL and AFL matches averaged over half a million viewers per game across broadcast and streaming platforms. Each grand final drew more than 4 million viewers, making them the year's highest-rating sporting broadcasts nationwide. In 2026, 4.3 million people watched the AFL opening round coverage on Seven and streaming platform 7Plus, indicating that viewing audiences will continue to increase.¹ AFLW and NRLW viewing audiences are also growing each season, with over 1 million people watching the 2025 NRLW Grand Final.^{2 3}

Children are exposed to this advertising on TV and other platforms. Due to major regulatory gaps and loopholes, TV alcohol advertising can be shown during sports broadcasts when high numbers of children are watching. Alcohol advertising can be shown at any time on pay TV (Foxtel) and streaming platforms (7plus, 9Now and Kayo), including during sports broadcasts and programs.⁴ On free-to-air TV (Seven Network and Nine), alcohol advertising can generally only be broadcast between 8:30pm and 5am, or on school days between 12pm and 3pm. However, a loophole allows alcohol advertising to be shown at any time during live match broadcasts.⁵ It can also be shown in related programs (such as match highlights and replays) at any time on weekends (starting from 6pm on Fridays) and public holidays.⁶ Currently, loopholes permit gambling advertising on free-to-air and pay TV at any time during sports programs, as well as live crosses promoting betting odds during day-time match broadcasts,^{7 8} and broadcast of uniform branding and stadium advertising during matches.^{9 10}

Alcohol and gambling advertising has harmful impacts on the community. Children's exposure to alcohol marketing is linked to them using alcohol at a younger age and at riskier levels.¹¹ Likewise, gambling advertising exposure influences children and young people to adopt positive attitudes to gambling, and increases their risk of gambling harm.^{12 13} Alcohol and gambling are both known to fuel and exacerbate violence, including to women and children.^{14 15 16 17} Research also shows that women and children are at higher risk of violence during sports broadcasts.¹⁸

Alcohol and gambling companies increasingly rely on profits from high-risk use of their products. For example, 10% of Australians consume over half of all alcohol used in the country.¹⁹ Of the more than half (59%) of Australians who gamble, one third (33%) do so at high-risk levels,²⁰ and Australians have the highest per-capita gambling losses in the world.²¹ Alcohol and gambling advertising can make it hard for people experiencing alcohol or gambling harm to reduce their use of the products.²²

For years, the community has been calling for change so that fans, especially children, can watch their teams free from alcohol and gambling advertising.^{23 24 25} A 2023 federal parliamentary inquiry into online gambling, chaired by the late MP Peta Murphy, *"You Win Some, You Lose More"*, recommended a phased ban on all forms of advertising of online gambling, including advertising during and an hour either side of sports broadcasts, on social media, in stadiums, and on players' uniforms.²⁶

In April 2026, the Australian Government announced that it will introduce partial gambling advertising reforms under legislation to begin from 1 January 2027. The reforms will include: banning gambling advertising in sports venues and on players' and officials' uniforms; reducing broadcast TV gambling advertising to a maximum of

three ads per hour between 6:30am and 8:30pm, and banning ads during live sports broadcasts during these hours; and prohibiting gambling advertisements from promoting odds to sports fans, or using sports players or celebrities.²⁷

While these measures will address some of the loopholes in current gambling advertising regulation, the Government did not adopt the Murphy Inquiry's recommendation for a comprehensive phased ban on all forms of gambling advertising.

In 2024, a government-appointed expert panel conducted a rapid review into approaches to strengthen prevention of violence against women and children and made recommendations to address the role of alcohol and gambling in fuelling violence, including restriction of alcohol and gambling advertising.²⁸ However, the Government has not yet acted on the recommendations to restrict alcohol advertising.

The aim of this report is to investigate the extent to which the AFL and NRL clubs, leagues, and TV broadcast partners are sponsored by and receive revenue from alcohol and gambling companies, and how these deals allow companies to advertise alcohol and gambling brands and products widely across different AFL and NRL platforms.

Methodology

This report examined alcohol and gambling sponsorship arrangements in the AFL/AFLW and NRL/NRLW for the 2025 and 2026 seasons, as of the end of May 2026.

This included alcohol and gambling sponsorship partnerships of:

1. AFL and NRL clubs (including AFL/AFLW and NRL/NRLW teams)
2. The AFL and NRL (league-level sponsorships)
3. TV networks with AFL and NRL broadcasting rights.

It also identified the parent companies responsible for most alcohol or gambling brand sponsorships across these three categories.

For each AFL and NRL club, the report identified:

- The total number of alcohol and gambling sponsorships
- The number of alcohol and gambling sponsorships listed on club websites in the three highest sponsorship tiers (e.g. Major, Premier or Platinum), or lower sponsorship tiers (e.g. Associate Partners, Supporting Partners or Official Suppliers) on AFL and NRL club websites, and the types of advertising typically included in higher and lower tier sponsorship partnerships.
- Whether advertising rights under these sponsorships included:
 - » Alcohol or gambling sponsor branding on official uniforms
 - » Alcohol or gambling advertising at stadiums during matches, or match-day activations associated with club sponsorships (including stadium static or digital advertising, naming rights or branding of stadiums or in-stadium venues, hospitality activations, partner lounges, supporter activations, game-day promotions, or other in-match promotions)
 - » Alcohol pourage rights (supply of sponsor's alcohol products at stadiums or other club venues)
 - » Alcohol and gambling advertising through club digital channels (club website, social media accounts or emails).

For the purposes of analysing the number of alcohol and gambling sponsorships:

- Alcohol sponsorships were defined as commercial partnerships that promote alcohol companies, products, brands (including zero alcohol products or brands), off-premises retailers or on-premises venues. The definition did not include commercial partnerships that promote only non-alcohol brands or products (e.g. soft drinks) where the parent company of the brand or product is an alcohol company. It also excluded supermarket retailers and delivery platforms that do not sell or deliver alcohol exclusively.
- Gambling sponsorships were defined as commercial partnerships that promote gambling companies, brands, products or venues (i.e. poker machine venues or casinos). Gambling venue sponsors that also supply alcohol were categorised as gambling sponsors.ⁱ
- For the AFL and NRL competitions, sponsorships were considered if they were in place during the 2025 season or 2026 season (as of May 2026).
- For the AFLW and NRLW competitions, sponsorships were considered if they were in place during the 2025 season, or announced for the 2026 season (starting in July 2026 for NRLW and August 2026 for AFLW).

Alcohol and gambling sponsorships were identified using publicly available sources, including:

- AFL and NRL league and club websites, media releases, annual reports, financial statements and social media accounts
- Sponsor websites, media releases and social media accounts
- Reports from media outlets, and advertising and alcohol industry trade publications.

The report did not include individual player sponsorships or brand endorsements. As a result, it is likely to underestimate the extent of alcohol and gambling advertising in the AFL and NRL under sponsorship deals.

Findings

1. AFL and NRL club alcohol and gambling sponsorships

In both the AFL and NRL, each club has its own sponsorship tier system, involving five to six tiers of brand advertising exposure according to sponsorship value. Based on analysis of alcohol and gambling sponsor advertising, the top three tiers appear to typically involve extensive advertising rights, such as:

- Uniform branding
- Static and digital stadium advertising
- Branded stadium bars, seating and venues
- In-match promotions
- Media backdrop branding
- Player consumption of products in post-game celebrations
- Pourage rights at stadiums and club events
- Club-branded products
- Digital advertising through clubs' websites, email and social media accounts.

ⁱ The only exception to this is Laundry Hotels, the owner of on-premises and off-premises alcohol venues. Although some Laundry Hotel venues have poker machines, the major focus of the business is alcohol supply.



XXXX branding on Brisbane Lions' playing shorts at the 2025 AFL Grand Final. Source: ABC News Online, 28 September 2025, <https://www.abc.net.au/news/2025-09-28/afl-grand-final-lions-cats-analysis/105827470>.

Lower tiers are typically limited to digital promotion, pourage rights, hospitality partnerships, member promotions or discounts, and/or listing as a partner on club websites.

Alcohol and gambling companies also leverage these sponsorships for their own advertising campaigns, including social media posts featuring teams and players, and co-branded products and competitions.



XXXX Instagram post for Brisbane Broncos NRL Premiership with XXXX Gold cans, XXXX, 2025. Source: XXXX Instagram post, 8 October 2025.



TAB Brisbane Lions premiership post on Instagram, TAB, 2025. Source: TAB Instagram post, 27 September 2025.



Jim Beam Instagram post promoting the "Jim Beam Field Club" at Parramatta Eels home stadium, which doubles as a tunnel that players run through to enter the stadium. Jim Beam, 2025. Source: Jim Beam Australia Instagram post, 30 March 2025.



XXXX commemorative cans to mark 2025 Queensland sporting wins. XXXX, 2025. Source: Drinks Digest, 11 October 2025, <https://drinksdigest.com/2025/10/11/xxxx-celebrates-triple-wins-for-queensland-footy/>.



Sydney White Bay special edition 'Swannies' beer product, Sydney Swans and White Bay Beer, 2024. Source: Beer and Brewer, 9 May 2024, <https://www.beerandbrewer.com/white-bays-capital-raise-and-sydney-swans-partnership/>.



Jim Beam Instagram post featuring Sydney Swans and promoting the Jim Beam bar at the SCG. Jim Beam 2025. Source: Jim Beam Australia Instagram post, 20 April 2025.



SportsBet Instagram post featuring Hawthorn AFL 2020 semi-final match, SportsBet, 2025. Source: SportsBet Instagram post, 6 September 2025.

The total numbers of each AFL and NRL club's alcohol and gambling sponsorships in 2025 and 2026, the numbers of sponsorships that are listed on club websites as higher tier (1-3), and the main types of advertising included as part of these deals, are discussed below and set out in the appendix to this report.

AFL clubs

ALCOHOL AND GAMBLING SPONSORSHIPS IN 2025 AFL SEASON

All 18 AFL clubs were sponsored by alcohol companies in 2025, including 14 clubs with higher tier (tier 1-3) alcohol sponsorships. As part of these deals, all clubs:

- Advertised alcohol sponsors at stadiums during AFL games and some AFLW games, including through stadium signage and advertising, score board advertising, branding of in-stadium bars and venues, pourage rights, and match promotions.
- Promoted alcohol brands across their digital platforms, including websites and social media accounts.

Two clubs, the Brisbane Lions and St Kilda, had alcohol branding on official uniforms in 2025 (XXXX branding on Brisbane Lions men's playing shorts and Thirsty Camel branding on St Kilda coaches' sleeves).

Five AFL clubs – the Brisbane Lions, Fremantle, Gold Coast Suns, GWS Giants and West Coast Eagles – were sponsored by gambling brands in 2025, including Tabcorp-owned TAB and TabTouch, The Lottery Office and Crown. All these clubs had higher tier (tier 1-3) gambling partnerships, except the West Coast Eagles (tier 4).

Tabcorp's deals with the Brisbane Lions, GWS Giants and Fremantle included prominent TAB stadium advertising, and naming rights to the "TAB Pool Room" at the Brisbane Lion's stadium The Gabba, and the "TabTouch Club Lounge" at Fremantle's Optus Stadium.

All Victorian AFL clubs have signed up to "Love the Game", a Victorian Government initiative to reduce gambling advertising in sport, which recommends that clubs develop gambling harm prevention policies. While none of these clubs has gambling sponsors, four of the clubs make significant revenue from poker machine ownership (see Box 1).



Jameson Irish Whiskey Collingwood FC partnership promotion, Jameson and Collingwood Football Club, 2025. Source: B&T, 14 July 2025, <https://www.bandt.com.au/jameson-kick-off-collingwood-partnership-with-vip-game-day-experience/>.



Fremantle Dockers x Pirate Life member competition, Fremantle Football Club and Pirate Life, 2025. Fremantle Dockers website, 14 May 2025, <https://www.fremantlefc.com.au/news/1780821/support-freo-on-the-road-with-pirate-life>.



TAB LED stadium branding at The Gabba during AFL match, TAB, 2025. Source: AFL Website, 8 March 2024, <https://www.afl.com.au/news/1082720/follow-it-live-brisbane-lions-v-carlton-blues-afl-opening-round>.



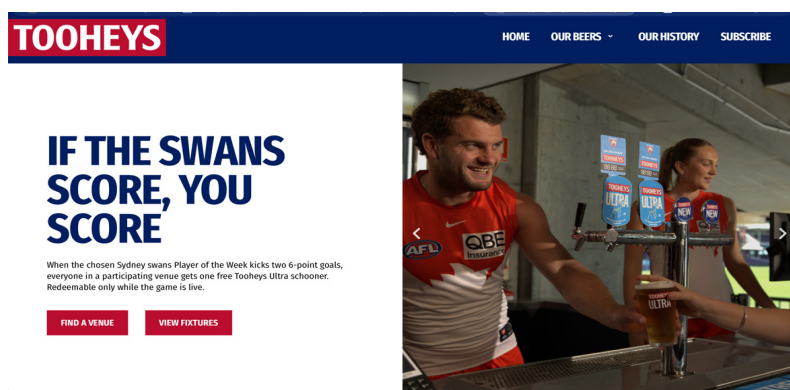
TAB Pool Room at The Gabba on Brisbane Lions matchday, TAB, 2025. Source: Brisbane Lions website, 6 April 2025, <https://www.lions.com.au/albums/1536698/tab-pool-room?modal=true&type=gallery&playlistId=1536698&playlistSize=10>.

ALCOHOL AND GAMBLING SPONSORSHIPS IN 2026 AFL SEASON

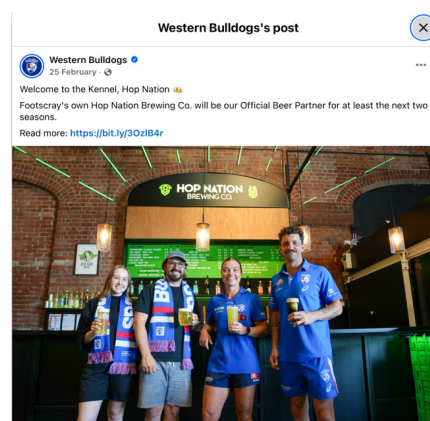
All 18 AFL clubs continue to have alcohol sponsorships in the 2026 season. There has been a small increase in club-level alcohol sponsorships with both Melbourne and the Western Bulldogs taking on new beer sponsorships (St Andrews Beach Brewery and Hop Nation, respectively). However, there was a decrease in alcohol branding on official uniforms, with the Brisbane Lions and St Kilda removing alcohol branding from their uniforms in 2026.

Sydney replaced their 2025 official beer sponsor, White Bay Brewery, with Tooheys in 2026. The 2026 deal includes Tooheys branding at the SCG on match days, Tooheys pourage rights at Sydney HQ and club events, and Tooheys promotions during matches and across Sydney's digital channels. In one promotion, fans were offered a free Tooheys schooner if players Nick Blakey, Hayden McLean or Tom Papley kick two goals in a nominated match.²⁹

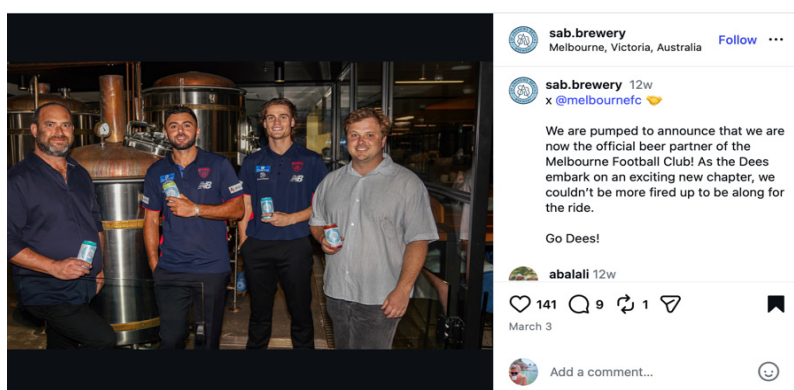
The same five non-Victorian AFL clubs continued to have gambling sponsorships in 2026, while Victorian clubs remained free from gambling sponsors as part of the Love the Game program. The GWS Giants changed gambling sponsors from TAB to Unibet in 2026, with Unibet becoming the club's official gambling partner across both AFL and AFLW programs.



Tooheys Sydney Swans campaign landing page, Tooheys, 2026. Source: Tooheys website, <https://www.tooheys.com.au/campaign/swans/>, accessed 1 June 2026.



Western Bulldogs Facebook post announcing Hop Nation Brewing Co. as the club's Official Beer Partner, Western Bulldogs, 2026. Source: Western Bulldogs Facebook page, 25 February 2026, <https://www.facebook.com/westernbulldogs>



Instagram post announcing St Andrews Beach Brewery as the official beer partner of Melbourne Football Club, St Andrews Beach Brewery, 2026. Source: St Andrews Beach Brewery Instagram account (@sab.brewery), 3 March 2026, <https://www.instagram.com/sab.brewery>



GWS Giants "Welcome Curnow" social media announcement graphic featuring Unibet branding and linked with Unibet social media account, GWS Giants, 2025. Source: GWS Giants Facebook page, 25 February 2025.

NRL clubs

ALCOHOL AND GAMBLING SPONSORSHIPS IN 2025 NRL SEASON

All 17 NRL clubs were sponsored by alcohol companies in 2025, including 15 clubs with higher tier (tier 1-3 partnerships). As part of these deals:

- At least 12 NRL clubs advertised alcohol sponsors at stadiums during games, including through stadium advertising and branded bars and venues within stadiums.
- One club, Manly Warringah Sea Eagles, had an alcohol sponsorship deal with 4 Pines Brewing Company that includes naming rights of its home stadium, "4 Pines Park".
- Five clubs' official NRL uniforms had alcohol branding:
 - » Brisbane Broncos (XXXX – back of training shorts)
 - » Canterbury Bankstown Bulldogs (Laundy Hotels – front of playing jersey)
 - » Dolphins (XXXX – sleeve of media polo)
 - » Newcastle Knights (Jim Beam – back of playing and training shorts)
 - » North Queensland Cowboys (XXXX – front of playing shorts and media polo).
- All clubs had alcohol sponsorship deals that gave alcohol companies pourage rights at club stadiums or other venues.
- All clubs advertised alcohol brands through digital channels, including their websites and social media platforms.

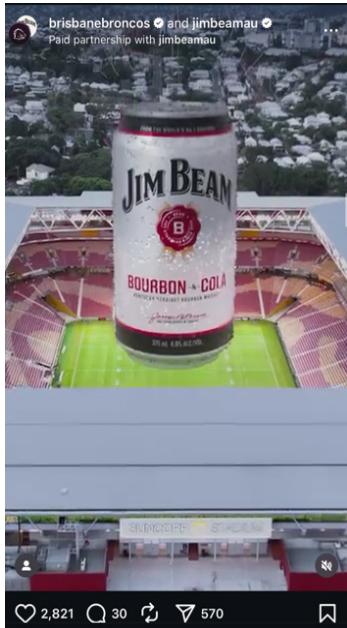
All 17 NRL clubs had sponsorship partnerships with gambling companies in 2025, including sports gambling companies and major poker machine clubs.

Fifteen clubs had higher tier (tier 1-3) gambling sponsorships. Under these deals:

- Six NRL teams had gambling branding on official playing uniforms:
 - » Brisbane Broncos (The Star – back of playing jersey)
 - » Dolphins (betr – back of playing and training jerseys)
 - » Gold Coast Titans (The Lottery Office – front of playing jersey and back of training singlet, and TopSport – front of playing shorts)
 - » Newcastle Knights (PalmerBet – back of playing and training jerseys)
 - » Sydney Roosters (UniBet – back of playing and training jerseys)
 - » Wests Tigers (PlayUp – back of playing jersey and front of media polo).
- At least nine NRL clubs advertised gambling brands as part of NRL matches, through stadium advertising or match promotions.



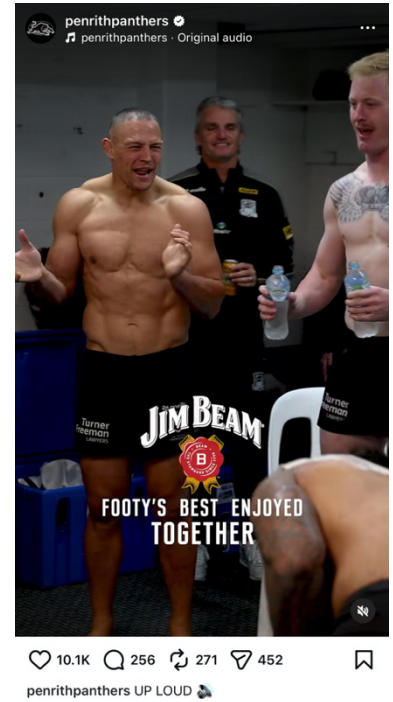
Jim Beam signs with Broncos, Jim Beam, 2025. Source: The Shout website, 9 April 2025, <https://theshout.com.au/jim-beam-signs-with-broncos/>.



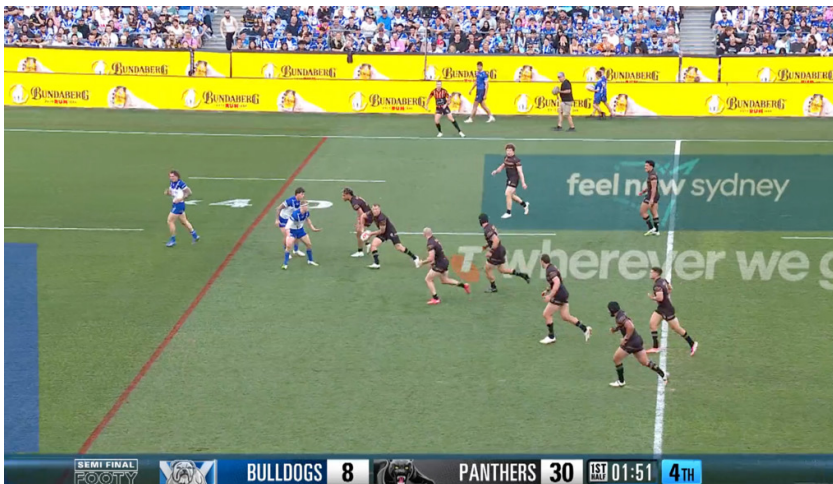
Still image from Brisbane Broncos and Jim Beam Instagram reel. Brisbane Broncos and Jim Beam, 2025. Source: Jim Beam Australia Instagram post, 3 April 2025.



Jim Beam Instagram post on Brisbane Broncos victory, Jim Beam Australia, 2025. Source: Jim Beam Instagram post, 6 October 2025.



Penrith Panthers Instagram post, Penrith Panthers 2026. Source: Penrith Panthers Instagram, 10 May 2026.



Bundaberg stadium advertising, Bulldogs vs Panthers Semi Final match. NRL 2025. Source: NRL website, 21 September 2025, <https://www.nrl.com/news/2025/09/21/bulldogs-v-panthers--finals-week-2-2025/>.



West Tigers jersey with PlayUp gambling brand logo during NRL broadcast, Wests Tigers and PlayUp, 2025. Source: Fox Sports broadcast, 21 April 2025, <https://www.foxsports.com.au/league/nrl>.



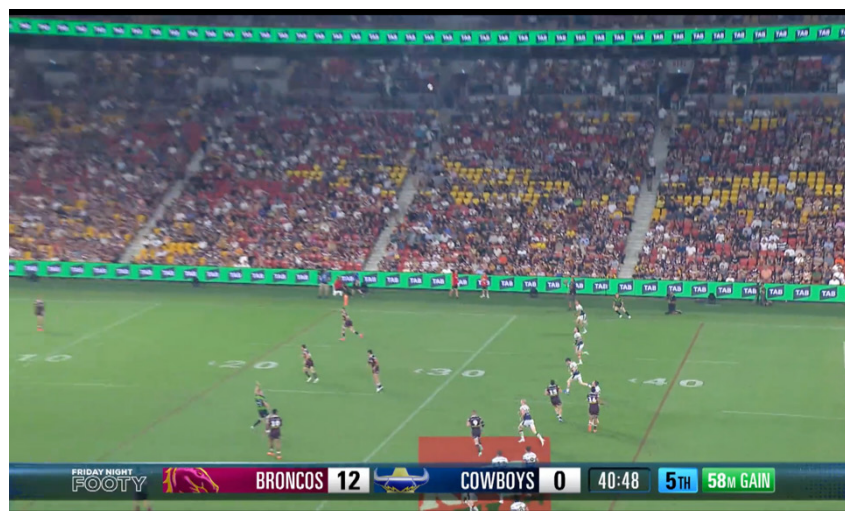
Gold Coast Titans training jersey featuring Lottery Office logo, Gold Coast Titans, 2025. Source: ABC News Online, 28 February 2025, <https://www.abc.net.au/news/2025-02-28/gambling-sponsorship-australia-sport-revenue-advertising-betting/104975050>.



Sydney Roosters Unibet playing jersey, Sydney Roosters, 2024
Source: Sydney Roosters Instagram post, 24 August 2024.



Unibet goalpost branding, Unibet and Sydney Roosters 2025.
Source: Sydney Rooster Facebook post, 17 August 2025.



TAB stadium advertising at Brisbane Broncos versus North Queensland Cowboys match 21 March 2025. NRL 2025. Source: NRL website, 21 March 2025, <https://www.nrl.com/news/2025/03/21/broncos-v-cowboys--round-3-2025/>.

ALCOHOL AND GAMBLING SPONSORSHIPS IN 2026 NRL SEASON

Alcohol sponsorships remain largely the same in the NRL 2026 season, except that the Gold Coast Titans have expanded the sponsorship rights of their official beer partner, XXXX. The deal will include XXXX branding on the Gold Coast Titans men's polo in 2027.

New NRL club the Perth Bears was due to join the NRL competition in 2026, but will now join in 2027. It has already signed a multi-year sponsorship partnership with alcohol company Gage Roads Brewing Co, which will involve pourage rights, fan promotions, product collaborations and community events.³⁰

All NRL clubs with gambling company sponsors in 2025 continue to have the same sponsors in 2026. However, Penrith Panthers upgraded its sponsorship deal with Picklebet in 2026. The deal now includes Picklebet branding on the top back of official player jerseys, and extensive advertising in NRL stadiums and during matches, including Picklebet branding on goal post pads, LED signage, and in-stadium promotions. This has resulted in increased gambling advertising in the NRL competition in 2026.

There are now 15 NRL teams with higher tier gambling sponsorships. Of these teams,

- Seven have gambling branding on official uniforms
- Ten have gambling stadium advertising or in-match gambling promotions.



Picklebet branding on Penrith Panthers NRL and NRLW jerseys, Penrith Panthers 2025. Source: Penrith Panthers website, 5 November 2025, <https://www.penrithpanthers.com.au/news/2025/11/05/picklebet-strengthens-panthers-partnership/>.

In the 2025 and 2026 seasons, both South Sydney Rabbitohs and the Canterbury Bankstown Bulldogs have been sponsored by Reclaim the Game, a New South Wales Government scheme to reduce the amount of sports betting advertising.³¹ Despite this, South Sydney Rabbitohs has a long-term sponsorship partnership with the Juniors group of clubs in Sydney, which are all gambling venues, and Canterbury Bankstown Bulldogs receives millions of dollars in poker machine revenue (see Box 1).

BOX 1: AFL AND NRL POKER MACHINE REVENUE

In addition to gambling sponsorship income, several NRL and AFL clubs receive substantial income from poker machines, profiting directly from people's losses on the machines.

Many NRL clubs receive income from major poker machine clubs, known as "leagues clubs", which bring in multimillion-dollar revenue from poker machines each year. For example, in the 2024–2025 financial year:

- **Canterbury Bankstown Bulldogs:** Parent company Canterbury League Club made \$81.1 million in poker machine revenue. It paid \$6.2 million in sponsorship to the Bulldogs, and committed up to \$10 million to develop the Canterbury Bankstown Bulldogs Centre of Excellence.³²
- **North Queensland Cowboys:** Parent company the Cowboy Leagues Club brought in \$17.6 million in gambling revenue.³³
- **Parramatta Eels:** Owner Parramatta Leagues Club made \$65.5 million in poker machine revenue.³⁴
- **Penrith Panthers:** Penrith Panthers is part of the Panthers Group. The group brought in \$68 million in poker machine revenue through Panthers leagues clubs.³⁵



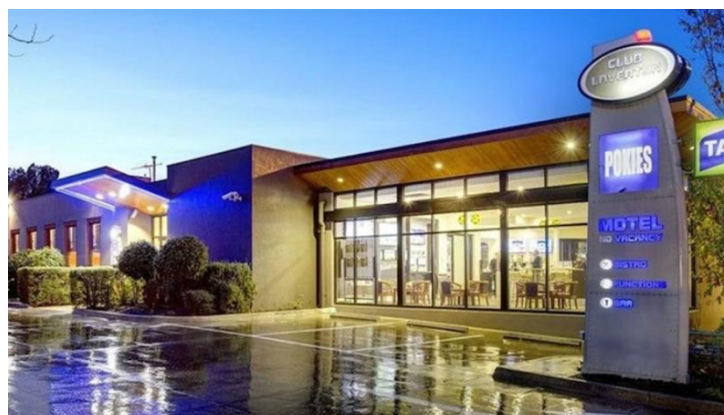
Cowboy Leagues Club. Source: Cowboy Leagues Club 2025, Cowboy Leagues Club website homepage, n.d., <https://cowboysleagues.com.au>.



Parramatta Leagues Club. Source: Parramatta Leagues Club 2025. Parramatta Leagues Club Facebook page, n.d., <https://www.facebook.com/ParramattaLeaguesClub/>.

In Victoria, poker machine data reported by the Victorian Gambling and Casino Control Commission shows that four Victorian AFL clubs own poker machine licences, which resulted in the following total losses to the Victorian community in 2024–2025:

- **Carlton:** \$19.59 million
- **Essendon:** \$14.39 million
- **Richmond:** \$4.69 million
- **St Kilda:** \$1.69 million.^{36 37}



Club Laverton poker machine venue owned by Carlton. Source: Kayak website, n.d., <https://www.kayak.com/Laverton-Hotels-Club-Laverton-Motel.28191.ksp>.

AFL and NRL clubs' ownership of poker machines contributes to extensive losses and harm in the Australian community. Australians lost a total of \$16.3 billion on poker machines in 2023–2024,³⁸ and more than 87% of people who regularly use poker machines experience harm, such as financial, emotional and psychological harm.³⁹ Poker machines are responsible for more than half (51–57%) of all gambling harm experienced in Australia.⁴⁰

Alcohol and gambling sponsorship of AFLW and NRLW teams

Many AFL and NRL alcohol and gambling sponsorships operate at the club level and extend to advertising partnerships with AFLW and NRLW teams. Several AFLW women's teams also have their own alcohol sponsors, separate from the men's teams. These sponsorships provide new avenues for alcohol and gambling companies to reach young women in the traditionally men-centred sports.

ALCOHOL AND GAMBLING SPONSORSHIPS OF AFLW AND NRLW TEAMS IN 2025

At least 10 AFLW teams had alcohol sponsorships in 2025: St Kilda, North Melbourne, Carlton, Sydney, Richmond, Geelong, Brisbane Lions, Collingwood, Port Adelaide and West Coast Eagles. NRLW teams with alcohol sponsorships in 2025 included Brisbane Broncos, Canterbury Bankstown Bulldogs and North Queensland Cowboys.

In 2025, at least six NRLW clubs' gambling sponsorships applied to their NRLW teams: the Brisbane Broncos, Canterbury Bankstown Bulldogs, Gold Coast Titans, Parramatta Eels, Sydney Roosters and Wests Tigers. There were fewer gambling sponsors in the AFLW compared with the NRLW competition: Brisbane Lions was sponsored by TAB and Fremantle by TabTouch.

These alcohol and gambling sponsorships provided extensive advertising rights through the AFLW and NRLW competitions, including advertising through club websites and social media, and branding of teams' media walls. They also provided alcohol or gambling branding of six NRLW teams' uniforms:

Three NRLW teams had alcohol branding on playing or official uniforms:

- Brisbane Broncos (XXXX – official polo sleeve)
- Canterbury Bankstown Bulldogs (Laundy Hotels – front of playing jersey)
- North Queensland Cowboys (XXXX – front of playing shorts and media polo).

Three NRLW teams had gambling branding on official uniforms:

- Brisbane Broncos (The Star – back of playing jersey)
- Gold Coast Titans (The Lottery Office – back of playing jersey and training singlet)
- Wests Tigers (PlayUp – front of media polo).

Stadium alcohol and gambling advertising was less prevalent in the AFLW and NRLW compared with the men's competitions. However, some AFLW alcohol partnerships included in-stadium promotions and pourage rights. For example, ISLA Vodka's partnership with St Kilda's AFLW team involved match-day promotions at the team's home stadium RSEA Park, pourage rights at home games, and promotion through product specials and events at the stadium. Stomping Ground Brewery's sponsorship of North Melbourne gave the company pourage rights at home AFLW matches at Arden Street Oval and other team events. Stomping Ground was the club's Official Partner for AFLW Pride Round 2025.

Table 1: Alcohol and gambling sponsorships of AFLW and NRLW teams in 2025 season

AFLW TEAM	ALCOHOL SPONSORSHIP	GAMBLING SPONSORSHIP
St Kilda	ISLA Vodka	
North Melbourne	Stomping Ground Brewing Co	
Carlton	Endeavour Group	
Sydney	Bird in Hand	
Richmond	Jim Beam	
Geelong	Jack Rabbit Vineyard	
Brisbane Lions	XXXX	TAB
Collingwood	Carlton Draught	
Fremantle		TabTouch
Port Adelaide	Never Never Distilling Co	
West Coast Eagles	Jim Beam	
NRLW TEAM	ALCOHOL SPONSORSHIP	GAMBLING SPONSORSHIP
Brisbane Broncos	XXXX Jim Beam	The Star TAB
Canterbury Bankstown Bulldogs	Laundy Hotels Jim Beam	Canterbury Leagues Club
Gold Coast Titans		The Lottery Office
North Queensland Cowboys	XXXX	
Parramatta Eels		TAB
Sydney Roosters		UniBet
Wests Tigers		PlayUp

ALCOHOL AND GAMBLING SPONSORSHIPS OF AFLW AND NRLW TEAMS IN 2026 SEASON

Sponsorship announcements for the 2026 season indicate that alcohol and gambling sponsorships of AFLW and NRLW teams will increase in 2026, extending the reach of alcohol and gambling advertising to young women.

Alcohol sponsorship will remain widespread across AFLW clubs in 2026. At the time of review, at least nine AFLW clubs have confirmed alcohol sponsorship arrangements. While this number is similar to 2025, some teams will have more alcohol sponsors in 2026 due to changes in club level sponsorships

In the 2026 AFLW competition, Melbourne's AFLW team will be sponsored by an alcohol company for the first time as part of the club's 2026 deal with St Andrew's Beach Brewery. In addition, North Melbourne's AFLW team will increase its alcohol sponsorships through new partnerships with Casa Spirits and Red Hill Estate.

Sydney's AFLW team will be sponsored by Tooheys, as part of the club's switch from White Bay brewery to Tooheys as its official beer partner. This is likely to increase the volume of alcohol promotions in Sydney women's games, with the partnership announcement flagging Tooheys promotions across men's and women's matches.

The GWS Giants women's team will take on its first gambling sponsor, through the club's 2026 partnership with Unibet, bringing the number of AFLW clubs with gambling sponsors to three.



Sydney Swans welcome Tooheys

The two-year partnership sees Tooheys become the Official Beer of the Swans AFL and AFLW teams for seasons 2026 and 2027.

Mar 2, 2026, 1:42 pm



Sydney Swans welcome Tooheys partnership announcement featuring AFL and AFLW players, Sydney Swans, 2026. Source: Sydney Swans website, 2 March 2026, <https://www.sydneyswans.com.au/news/1963737/sydney-swans-welcome-tooheys>

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A dream to reality for Kyle



The number of NRLW teams with gambling sponsorships will increase to at least seven in 2026, with the Penrith Panthers' announcement that their 2026 sponsorship deal with Picklebet will extend to the women's NRLW team. The deal includes Picklebet branding on the top back of playing jerseys, increasing the number of women's teams with gambling branding on official uniforms to at least four in 2026.

The total number of NRLW teams with alcohol sponsors is likely to be the same in 2026. However, the number of teams with alcohol branding on official uniforms will increase to four due to an expansion of XXXX's sponsorship of the Gold Coast Titans. The expanded deal will include XXXX branding on the Gold Coast Titans women's polo in 2026.

Table 2: Alcohol and gambling sponsorships of AFLW and NRLW teams in 2026 season

AFLW TEAM	ALCOHOL SPONSORSHIP	GAMBLING SPONSORSHIP
GWS Giants		Unibet
North Melbourne	Casa Spirits Red Hill Estate Stomping Ground Co	
Carlton	Endeavour Group	
Sydney	Tooheys	
Richmond	Jim Beam	
Melbourne	St Andrews Beach Brewery	
Brisbane Lions	XXXX	TAB
Collingwood	Carlton Draught	
Fremantle		TabTouch
Port Adelaide	Never Never Distilling Co	
West Coast Eagles	Jim Beam	
NRLW TEAM	ALCOHOL SPONSORSHIP	GAMBLING SPONSORSHIP
Brisbane Broncos	XXXX Jim Beam	The Star TAB
Canterbury Bankstown Bulldogs	Laundy Hotels Jim Beam	Canterbury Leagues Club
Gold Coast Titans	XXXX	The Lottery Office
North Queensland Cowboys	XXXX	
Parramatta Eels		TAB
Sydney Roosters		UniBet
Wests Tigers		PlayUp
Penrith Panthers		Picklebet



XXXX logo on North Queensland Cowboys' NRLW playing shorts, North Queensland Cowboys, 2025. Source: North Queensland Cowboys website 20 September 2025, <https://www.cowboys.com.au/nrlw/>.



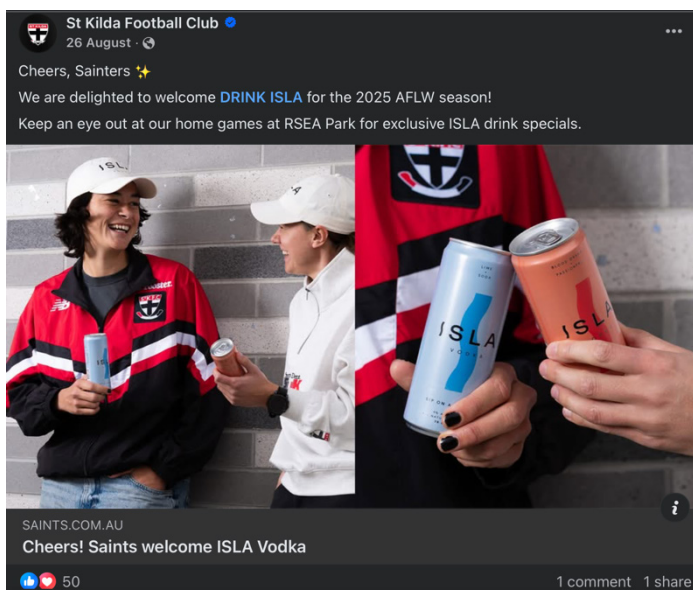
Laundy Hotels logo on Canterbury Bankstown Bulldogs NRL and NRLW uniforms. Canterbury Bankstown Bulldogs 2025. Source: Canterbury Bankstown Bulldogs website, 12 May 2025, <https://www.bulldogs.com.au/news/2025/05/12/bulldogs-officially-unveil-inaugural-nrlw-squad-for-2025/>.



The Lottery Office logo on Gold Coast Titans playing jerseys. Finals Week 1 Knights vs Titans match highlights. Gold Coast Titans 2025. Source: Gold Coast Titans website, 20 September 2025, <https://www.titans.com.au/news/2025/09/20/finals-week-1-highlights-knights-v-titans/>.



North Melbourne AFLW player with special edition Stomping Ground beer cans for AFLW Pride Round 2025. North Melbourne Football Club 2025. Source: Stomping Ground beer Instagram post, 23 October 2025.



St Kilda Football Club announcement of ISLA Vodka partnership with St Kilda AFLW team. St Kilda Football Club 2025. Source: St Kilda Football Club Facebook post, 26 August 2025.



North Melbourne FC social media announcement of Casa Spirits & Cocktails partnership featuring AFLW players, North Melbourne FC, 2025. Source: North Melbourne FC Facebook page, 20 November 2025



Carlton Hard Rated Facebook promotion. Carlton Football Club, 2025. Source: Carlton Football Club Facebook page, 18 September 2025.



Carlton Hard Rated Instagram promotion featuring NRLW player wearing Hard Rated branded jersey. Carlton Football Club 2025. Source: Carlton Football Instagram reel, 1 November 2025.

2. League sponsorships

The AFL and NRL have multiple alcohol and gambling sponsorship partnerships extending across the 2025 and 2026 seasons (Tables 3 and 4). The NRL and NRLW State of Origin 3-match series, and teams the New South Wales (NSW) Blues and Queensland Maroons, are also sponsored by alcohol and gambling companies (as set out in Table 5). These deals provide companies with extensive advertising of alcohol and gambling brands and products, including match naming rights, stadium advertising, digital advertising, and first access to advertising with AFL broadcasters (Seven Network and Foxtel) and NRL broadcasters (Nine and Foxtel).

Table 3: AFL league alcohol and gambling sponsorships in 2025

AFL	
Gambling brand	Alcohol brand
SportsBet	Carlton Draught
	Pepperjack
	BWS
	Hard Rated
	Carlton Zero

Table 4: AFL league alcohol and gambling sponsorships in 2026

AFL	
Gambling brand	Alcohol brand
SportsBet	Carlton Draught Vinarchy (Grant Burge Wines) BWS Hard Rated Carlton Zero

Table 5: NRL league alcohol and gambling sponsorships in 2025 and 2026

NRL	
Gambling brand	Alcohol brand
SportsBet	Bundaberg Rum Victoria Bitter (VB)

AFL league alcohol sponsorships

In 2025, the AFL had sponsorship partnerships with four alcohol brands: Carlton Draught (the AFL’s long-term “Official Beer”), Hard Rated, BWS and Pepperjack wine. It also had a partnership with alcohol company, Asahi Beverages (in a separate deal to its partnerships with Asahi-owned Carlton Draught and Hard Rated), under which the AFL promotes Asahi’s zero alcohol beer, Carlton Zero, along with soft drink brands (Pepsi Max, Solo, Cool Ridge and Gatorade) as its “Official Drinks”.⁴¹

There was only one change in AFL league-level alcohol sponsorships between 2025 and 2026: Pepperjack wines ceased as the competition’s wine partner and was replaced by Vinarchy (owner of Grant Burge Wines), which became an official partner of both the AFL and AFLW.

NRL league alcohol sponsorships

The NRL has major sponsorship partnerships with two alcohol brands, Bundaberg Rum and Victoria Bitter (VB), which remained in place across 2025 and 2026.

Bundaberg Rum’s long-term NRL sponsorship (extended for a further four years in 2025) spans the NRL and NRLW competitions, State of Origin, Magic Round and the NRL Grand Final. As part of the deal, Bundaberg has naming rights of the “Bundaberg Rum Super Saturday” (NRL and NRLW Saturday matches), and the “Bundaberg Rum Captain’s Challenge” (video review of referee’s decisions), along with prominent branding on NRL playing surfaces. At the 2025 NRL Grand Final, a section of the Accor stadium was taken over by a “Bundy Blowout Bar” with a giant inflatable Bundy dart board.

Victoria Bitter (VB) is the “official beer” of the NRL and has naming rights of the NRL “VB Hard Earned Index”, which tracks the performance of players across the season to select a “VB Hard Earned Team”.

The NRL also has an official advertising partnership with DrinkWise, a front group for the alcohol industry funded by 18 major alcohol companies and retailers. The partnership involves extensive DrinkWise signage at NRL stadiums during games, and promotion of the “DrinkWise Try of the Week” season on NRL digital channels throughout the season.



Bundy Deck pop-up bar and seating at Suncorp Stadium, Bundaberg and NRL, 2025. Source: NRL website, 7 March 2025, <https://www.nrl.com/news/2025/03/07/bundaberg-rum-extends-longtime-nrl-partnership-for-another-four-years/>.



Bundaberg on-field branding. Titans v Wests Tigers match highlights. NRL, 2025. Source: NRL website, 6 September 2025, <https://www.nrl.com/draw/nrl-premiership/2025/round-27/titans-v-wests-tigers/>.

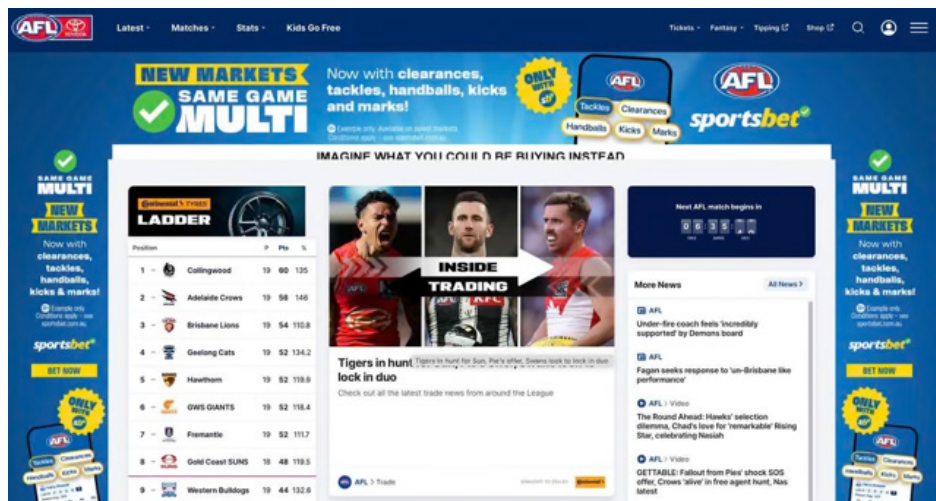


Victoria Bitter Hard Earned Moment of the Match – Round 3, Cronulla–Sutherland Sharks, 2025. Source: Sharks website, 24 March 2025, <https://www.sharks.com.au/news/2025/03/25/vb-hard-earned-moment-of-the-match---round-3/>.

AFL and NRL league gambling sponsorship

Online sports gambling company SportsBet is a long-term major sponsor of both the AFL and the NRL, under deals reported to be worth about \$10 million per year to the NRL and \$8 to \$10 million to the AFL that have extended across 2025 and 2026.^{42 43} In addition to advertising through league platforms, the deals reportedly give SportsBet rights to stadium advertising, first bids on advertising during match broadcasts⁴⁴ and access to AFL player images for advertising.⁴⁵ In 2025, SportsBet same-game multi-bets encouraging people to “bet now” were advertised on the AFL website (see image below), despite SportsBet having pulled the ads from TV broadcasts in reaction to “community sentiment”.⁴⁶

SportsBet’s sponsorship of the AFL and NRL is continuing in 2026. However, SportsBet has pulled its AFL in-stadium advertising at the AFL-owned MCG and Marvel Stadium, including SportsBet branding on LED screens around the grounds, while continuing to pay for this advertising under its AFL sponsorship deal.⁴⁷ This is speculated to have been both a response to the prospect of gambling advertising regulation, and a strategic decision to prevent other less-established gambling brands from occupying this advertising space.⁴⁸



SportsBet advertising on AFL website. AFL, SportsBet, 2025. Source: *The Guardian* 3 August 2025, <https://www.theguardian.com/australia-news/2025/aug/03/sportsbet-advertises-multi-bets-on-afl-website-after-pulling-tv-ads-due-to-community-sentiment-ntwnfb>.



AFL same game multi bet promotion featuring Nathan Brown and Kane Cornes, AFL, 2025. Source: *ABC News Online*, 28 April 2025, <https://www.abc.net.au/news/2025-04-28/sportsbet-nathan-brown-live-odds-afl-gambling/105071766>.

Along with gambling sponsorship revenue, the AFL and NRL have direct financial interests in online sports gambling. Both the AFL and the NRL receive a proportion of income from every bet placed on their games under deals with sports gambling companies, including SportsBet and Tabcorp. In 2022, the NRL revealed that it made \$50 million per year from these deals,⁴⁹ and the AFL was reported to have made between \$30 and \$40 million per year.⁵⁰ This income is likely to have grown since 2022, as data shows that Australians’ sports betting participation and wagering turnover have continued to increase.⁵¹

AFLW and NRLW league sponsorships

Most AFL league alcohol and gambling sponsorship arrangements were shared across the AFL and AFLW competitions in 2025. The main exceptions were that BWS and Pepperjack wines were AFL sponsors but not AFLW sponsors, while Carlton Draught was a major AFL sponsor but a lower tier (official partner) AFLW sponsor. However, the number of AFLW league alcohol sponsors will increase in 2026, with Vinarchy (owner of Grant Burge Wines) becoming a new AFLW sponsor.

The NRL website did not list any alcohol or gambling brands as dedicated NRLW competition partners in 2025, and has not announced any dedicated NRLW sponsors for 2026 at the time of review.

Table 6: AFLW league alcohol and gambling sponsorships in 2025 and 2026

AFLW	
2025 season	
Gambling brand	Alcohol brand
SportsBet	Carlton Draught
	Hard Rated
	Carlton Zero
2026 season	
Gambling brand	Alcohol brand
SportsBet	Carlton Draught
	Hard Rated
	Carlton Zero
	Vinarchy (Grant Burge Wines)

3. State of Origin

NRL and NRLW State of Origin

NRL AND NRLW STATE OF ORIGIN SERIES

Several of the NRL's league level alcohol and gambling sponsorships applied to the 2025 State of Origin series, and will also extend to the 2026 series (NRL commencing on 27 May 2026 and NRLW on 2 July 2026).

For example, NRL sponsor Victoria Bitter (VB) was the "official beer" of the 2025 State of Origin series. It had a branded State of Origin stadium seating area (the "VB Hard-Earned Bay") and ran State of Origin TV and social media advertising campaigns.

In 2026, NRL sponsor SportsBet is the sponsor of women's State of Origin match preview content on the NRL website, and NRL sponsor Bundaberg is running a promotion to win tickets to the 2026 men's State of Origin game in Melbourne on 17 June 2026.

NRL AND NRLW STATE OF ORIGIN LEAGUES AND CLUBS

NRL State of Origin leagues and clubs are also sponsored by alcohol and gambling brands separately from the NRL league in both the 2025 and 2026 series.

Table 7: State of Origin league and team alcohol and gambling sponsorships in 2025

LEAGUE AND TEAM	GAMBLING BRAND	ALCOHOL BRAND
NSWRL and NSW Blues	The Star Leagues Clubs	Tooheys New* Jim Beam
QRL and Queensland Maroons		XXXX Liquorland

*Sponsor for NSW Blues men's team only

Table 8: State of Origin league and team alcohol and gambling sponsorships in 2026

LEAGUE AND TEAM	GAMBLING BRAND	ALCOHOL BRAND
NSWRL and NSW Blues	Leagues Clubs	Tooheys New* Jim Beam
QRL and Queensland Maroons		XXXX Liquorland

*Sponsor for NSW Blues men's team only

ALCOHOL SPONSORSHIPS

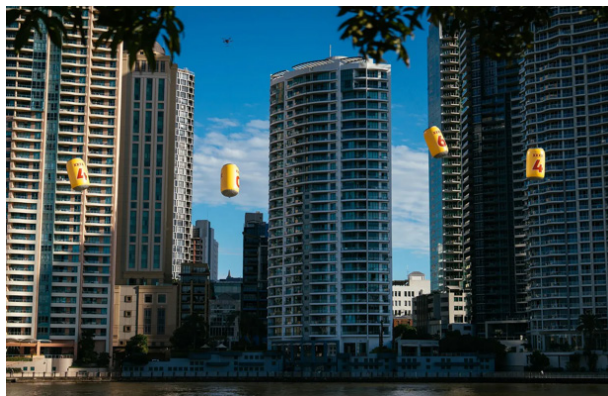
The Queensland Rugby League (QRL) and NSW Rugby League (NSWRL) and their State of Origin men's and women's teams, the NSW Blues and Queensland Maroons, had sponsorship deals with alcohol companies in 2025 that are continuing in 2026.

The NSW Blues and Queensland Maroons' alcohol sponsorship deals provide companies with multi-channel alcohol advertising throughout the series, including team uniform branding, live promotions during matches, branded State of Origin events, and social media advertising.

Under the NSWRL and NSW Blues' alcohol sponsorship deals in 2025 and 2026, the NSW Blues men's playing jerseys feature Tooheys logos on both sleeves, and the men's and women's jerseys have Jim Beam logos on the back. In 2025, Tooheys hosted a State of Origin promotional event at NSW Parliament in partnership with the NSWRL and NSW Blues. The event was attended by MPs, including Premier Chris Minns, along with NSW Blues players, and Tooheys and NSWRL representatives.

As part of Lion-owned XXXX's sponsorship of the QRL and Queensland Maroons, all 2025 and 2026 official uniforms display prominent XXXX branding, including on both sleeves of men's and women's playing jerseys and men's playing shorts.

During the 2025 series, Queensland Maroon matches featured XXXX-branded goal posts and live promotional stunts, such as XXXX cans flown by drones over matches. In 2025, Lion created an AI-powered app "Fatty Says XXXX" with State of Origin commentary from former Maroons player Paul 'Fatty' Vautin. Lion also flew giant inflatable XXXX "Pride in Your Origin" cans in front of Brisbane's Story Bridge in 2025, and over Sydney Harbour ahead of the first game in 2026.



XXXX giant inflatables State of Origin promotion, Courier Mail 2025. Source: Courier Mail TikTok post, 27 May 2025.



Paul 'Fatty' Vautin's voice-cloning AI campaign by XXXX and Queensland Rugby League, Affinity and XXXX, 2025. Source: AdNews 2025 <https://www.adnews.com.au/campaigns/xxxx-brings-paul-fatty-vautin-out-of-retirement-via-affinity>.



Game uniform sponsorship, NRL State of Origin, 2025. Source: CODE Sports website, n.d., <https://www.codesports.com.au/nrl/all-9-queensland-penalties-and-two-sixagains/video/448927e77ae32040b29931e191b72d54>.



qldmaroons Origin = launched 🔥
22 April

Queensland Maroons Instagram post showing Queensland Maroons 2026 State of Origin uniforms. Queensland Maroons, 2026. Source: Queensland Maroons Instagram post, 22 April 2026.



NSW Blues game day media interview backdrop, NSW Rugby League, 2025. Source: NSWRL website, 9 July 2025, <https://www.nswrl.com.au/news/2025/07/09/press-conference--westpac-nsw-blues-game-day-media-interviews---matt-king/>.



59 1

XXXX Instagram post showing Queensland Maroon State of Origin women's team player. XXXX, 2025. Source: XXXX Instagram post, 14 May 2025.



51 2

NSW Blues women's team drinking Jim Beam from a Jim Beam branded esky after a match. Jim Beam, 2025. Source: Jim Beam Instagram post, 22 May 2025.



NSW Premier Chris Minns MP at New South Wales - Toohy's New parliamentary event, Lion, 2025. Source: Lion LinkedIn post, 15 April 2025.



122 1 1
 tooheys_au @nswbluesw fans, how do you feeeeeeel?
 15 May

Toohys Instagram post showing the NSW Blues women's team celebrating a win. Toohys 2025. Source: Toohys Instagram post, 15 May 2025.



12K 163 1,479
 xxxx.beer GOOOOOD... more

XXXX Gold "Pride in Your Origin" campaign showing giant XXXX Gold cans suspended over Sydney Harbour ahead of the first game of the 2026 State of Origin series. XXXX 2026. Source: XXXX Beer Instagram post, 25 May 2026

GAMBLING SPONSORSHIPS

In 2025, the NSWRL and the NSW Blues had a sponsorship deal with casino chain The Star that included men's and women's State of Origin uniform branding. This deal has not continued in the 2026 State of Origin series. However, the NSWRL and NSW Blues receive sponsorship income from NSW Leagues Clubs (poker machine clubs).

The QRL and Queensland Maroons are a partner of the Queensland Government's "Forget the Bet" program as part of a 2-year campaign to reduce sports gambling harm in 2025 and 2026, and do not have any gambling sponsors.

AFL State of Origin

2026 marked the first AFL State of Origin match in more than 25 years, with Western Australia playing Victoria at Optus Stadium in Perth on 14 February 2026.

Neither the match or teams had any alcohol or gambling sponsors independent from those of the AFL league. However, some of the AFL's alcohol and gambling league sponsors were advertised during TV broadcasts of the match and associated promotions.

For example, SportsBet advertising featured heavily in association with the match as part of its AFL league sponsorship. This included a SportsBet promotion at the Optus Stadium during the match, and SportsBet branding on match replays and highlights on the AFL website. SportsBet also published an AFL 2026 Origin betting tips and predictions article in the lead up to the match.⁵²

In another example, alcohol brand BWS was advertised as the AFL's official sponsor during the State of Origin match broadcast on Foxtel.



BWS advertisement featuring AFL Official Partner branding during AFL Origin broadcast, BWS, 2026. Source: Fox Footy/Kayo Sports broadcast, AFL Origin (Western Australia v Victoria), 14 February 2026

4. Media broadcast sponsorships

AFL matches are broadcast on free-to-air TV by the Seven Network, and streamed by Seven's streaming platform 7plus, while NRL matches are broadcast on free-to-air TV by Nine, and streamed on Nine's streaming platform 9Now. Matches in both leagues are also broadcast by Foxtel, and Foxtel's streaming platform, Kayo.

These media companies pay the AFL and NRL enormous sums for broadcasting rights. For example, the AFL's broadcasting deals with the Seven Network, Foxtel and Telstra signed in 2022 are worth \$643 million per year (\$4.5 billion in total over 7 years) and give TV broadcasting rights to Seven (including 7plus) and Foxtel (including Kayo).⁵³

The media companies' broadcasting partnerships with the AFL and NRL all have sponsorship deals with alcohol and gambling companies (as shown in Table 9), allowing the companies to flood match broadcasts and programs with alcohol and gambling advertising.

In 2025:

- The Seven Network's AFL broadcasting partnership was sponsored by alcohol retailer BWS, while Foxtel's AFL broadcasting partnership was sponsored by Jameson Whiskey and Lion.
- Foxtel's NRL broadcasting partnership was sponsored by Victoria Bitter (VB), Lion and Jim Beam.
- SportsBet sponsored all TV broadcasting partnerships of both leagues.

Table 9: Alcohol and gambling sponsorship of AFL and NRL TV broadcasting in 2025

AFL	SEVEN NETWORK (INCLUDING STREAMING PLATFORM 7PLUS)	FOXTEL (INCLUDING STREAMING PLATFORM KAYO)
Alcohol brands	BWS Lion	Lion Jameson Whiskey
Gambling brands	SportsBet	SportsBet
NRL	NINE (INCLUDING 9NOW)	FOXTEL (INCLUDING KAYO)
Alcohol brands		Victoria Bitter (VB) Lion Jim Beam
Gambling brands	SportsBet	SportsBet

Alcohol and gambling companies also sponsored AFL programs on AFL broadcasting networks, such as the Seven Network's "The Agenda Setters", sponsored by SportsBet and betr, and "The Front Bar", sponsored by SportsBet, Lion and BWS. As part of SportsBet's "The Front Bar" sponsorship, the "Molloy Multi bet", named after presenter Mick Molloy, is promoted on the show.



VB sponsorship of Foxtel NRL broadcast. NRL 2025. NRL website, 5 October 2025, <https://www.nrl.com/watch/matches/telstra-premiership/2025/grand-final/full-match-replay-storm-v-bruncos---grand-final-2025>.

Table 10: Alcohol and gambling sponsorship of AFL and NRL TV broadcasting in 2026

AFL	SEVEN (INCLUDING STREAMING PLATFORM 7PLUS)	FOXTEL (INCLUDING STREAMING PLATFORM KAYO)
Alcohol brands	BWS Lion Jim Beam Asahi Beverages	Jameson Whiskey
Gambling brands	SportsBet betr	SportsBet
NRL	NINE (INCLUDING 9NOW)	FOXTEL (INCLUDING KAYO)
Alcohol brands	Jim Beam Lion	
Gambling brands	SportsBet	SportsBet

In 2026, the number of alcohol and gambling sponsors of free-to-air TV broadcasting partnerships has increased through new deals with Seven and Nine:

- In addition to its continuing 2025 sponsors, Seven has new deals with Jim Beam, Asahi Beverages and Betr for 2026 AFL broadcasts.
- After having no alcohol sponsors in 2025, Nine has signed on both Jim Beam and Lion for 2026 NRL broadcasts, with Jim Beam becoming a full Sunday afternoon NRL broadcast sponsor.

These new deals will increase the volume of alcohol and gambling advertising during NRL and AFL matches on free-to-air TV in 2026.

On the other hand, Foxtel has decreased its alcohol broadcast sponsorships, ceasing its partnership with Lion for the 2026 AFL season, and with VB, Jim Beam and Lion for the 2026 NRL season.

SportsBet has continued as a sponsor of AFL and NRL TV broadcasting across all channels in 2026.

5. Parent corporations responsible for alcohol and gambling sponsorships

Alcohol sponsorships

In 2025, five alcohol corporations were responsible for more than 50% (54 of 105) of alcohol sponsorship deals across the AFL and NRL leagues, TV broadcasting partnerships and clubs.

Table 11: The five parent companies with the most alcohol brand sponsorship deals across AFL and NRL leagues, media broadcasters, clubs and NRL State of Origin teams in 2025

RANK	PARENT COMPANY	NUMBER OF ALCOHOL BRAND SPONSORSHIP DEALS				
		TOTAL	LEAGUE*	TV	CLUB	NRL ORIGIN
1	Asahi Group Holdings**	20	2	1	17	-
2	Kirin Holdings	14	-	3	9	2
3	Suntory Holdings	9	-	1	7	1
4	Diageo	6	-	-	6	-
5	Treasury Wine Estates	5	-	-	5	-
Total deals		54				
Proportion of all alcohol sponsorship deals		51% (54/105)				

*Alcohol league sponsorships that apply to both the AFL/NRL and AFLW/NRLW competitions are counted once per league

**The number of Asahi Group Holding's alcohol sponsorship deals does not include Asahi's soft drink beverage sponsorships

Japanese multinational alcohol corporations Asahi Group Holdings and Kirin Holdings have the most alcohol sponsorship deals across both leagues.

Asahi-owned Carlton Draught is a long-term AFL sponsorship partner. Asahi is also the "official drinks supplier" of the AFL and NRL, giving Asahi extensive advertising of its alcohol and non-alcohol brands across AFL and NRL platforms, including social and digital advertising, branded in-stadium promotions, and "fan experiences" featuring Asahi drinks, such as Carlton Dry free massages at Marvel stadium, and the Hard Rated "Orange lock in" (featuring former AFL player and podcaster Dan Gorringer locked in an orange box outside the MCG) to promote orange-flavoured Hard Rated. Asahi is a sponsorship partner of Seven Network AFL broadcasts, and Asahi-owned Victoria Bitter (VB) sponsors Foxtel NRL broadcasts. Asahi-owned alcohol companies and brands also sponsor 10 AFL clubs and seven NRL clubs.

Kirin Holdings is the parent company of Lion, which sponsors the Seven Network's AFL partnership, Foxtel's AFL and NRL partnerships, along with three NRL clubs and one AFL club. Kirin Holdings also owns XXXX, which sponsors a further four NRL clubs and one AFL club.

Table 12: The five parent companies with the most alcohol brand sponsorship deals across AFL and NRL leagues, media broadcasters, clubs and NRL State of Origin leagues/teams in 2026

RANK	PARENT COMPANY	NUMBER OF ALCOHOL BRAND SPONSORSHIP DEALS				
		TOTAL	LEAGUE*	TV	CLUB	NRL ORIGIN
1	Asahi Group Holdings**	20	2	1	17	-
2	Kirin Holdings	13	-	1	10	2
3	Suntory Holdings	10	-	2	7	1
4	Diageo	6	-	-	6	-
5	Treasury Wine Estates	5	-	-	5	-
Total deals		54				
Proportion of all alcohol sponsorship deals		50% (54/108)				

*Alcohol league sponsorships that apply to both the AFL/NRL and AFLW/NRLW competitions are counted once per league

**The number of Asahi Group Holding's alcohol sponsorship deals does not include Asahi's soft drink beverage sponsorships

In 2026, the same five parent companies were responsible for 50% (54/108) of alcohol brand sponsorship deals across the AFL and NRL leagues, TV broadcasting partnerships and clubs.

There were minor changes in the deals held by some of these parent companies from 2025 to 2026, but only Suntory Holdings also had a change in its total number of sponsorships. It gained two TV broadcasting sponsorships through Jim Beam sponsorships of Seven's AFL and Nine's NRL partnerships, but also lost its Jim Beam sponsorship of Foxtel's NRL partnership, resulting in a total of one additional sponsorship in 2026.

Gambling sponsorships

Five corporations were behind more than 50% of gambling sponsorship deals across AFL and NRL leagues, TV broadcasters, clubs and NRL State of Origin teams in 2025.

Table 13: The five parent companies responsible for the most gambling sponsorship deals across AFL and NRL leagues, media broadcasters, clubs and NRL State of Origin in 2025

RANK	PARENT COMPANY	NUMBER OF DEALS	LEAGUE	TV	CLUB	NRL ORIGIN
1	Tabcorp	7	-	-	7	-
2	Flutter Entertainment	6	2	4	-	-
3	betr	3	-	-	3	-
4	Blackstone	3	-	-	3	-
5	Mixi	2	-	-	2	-
Total deals		21				
Proportion of all gambling sponsorship deals		51% (21/41)				

Australian corporation Tabcorp, owner of TAB and TabTouch, had gambling sponsorship partnerships with three AFL clubs and four NRL clubs in 2025. The Chief Executive Officer (CEO) of Tabcorp, Gillon McLachlan, is the former CEO of the AFL.⁵⁴

SportsBet, owned by multinational gambling corporation Flutter Entertainment, was the major gambling sponsor of both the AFL and NRL, Seven Network AFL broadcasting, and Foxtel AFL and NRL broadcasting in 2025. Under these deals, AFL and NRL broadcasts were flooded with SportsBet gambling advertising.

Australian-owned betr Entertainment Limited sponsored three NRL clubs in 2025: Melbourne Storm, the Dolphins and the Gold Coast Titans. Melbourne Storm Chair and part owner Matthew Tripp is betr's founder, largest shareholder and Executive Chair. He was previously an owner of SportsBet, and the founder of BetEasy.⁵⁵ betr also has a 20% shareholding in PointsBet, which is majority owned by Japanese multinational gambling corporation Mixi. PointsBet sponsors two NRL clubs, the Cronulla Sutherland Sharks and Manly Warringah Sea Eagles.

US private equity firm Blackstone is the parent company of Crown Resorts Limited, which had sponsorship deals with two AFL clubs and one NRL club.

Table 14: The five parent companies responsible for the most gambling sponsorship deals across AFL and NRL leagues, media broadcasters, clubs and NRL State of Origin in 2026

RANK	PARENT COMPANY	NUMBER OF DEALS	LEAGUE	TV	CLUB	NRL ORIGIN
1	Tabcorp	6	-	-	6	-
1	Flutter Entertainment	6	2	4	-	-
3	betr Entertainment Limited	5	-	1	4	-
4	Blackstone	3	-	-	3	-
5	Mixi	2	-	-	2	-
Total deals		22				
Proportion of all gambling sponsorship deals		53% (22/41)				

The same five corporations are responsible for more than 50% of gambling sponsorship deals across AFL and NRL leagues, TV broadcasters, clubs and NRL State of Origin teams in 2026. However, Tabcorp and Flutter Entertainment are now tied as the two parent companies with the most gambling sponsorship deals. This is the result of Tabcorp losing one sponsorship deal with Unibet replacing TAB as the 2026 GWS Giants' official gambling sponsor. Gambling company betr Entertainment gained an additional sponsorship in 2026 through its sponsorship of Seven's AFL broadcasting partnership.

Conclusion

This report has shown that alcohol and gambling partnerships are deeply embedded in the AFL and NRL across multiple levels, providing the companies with powerful platforms to advertise harmful alcohol and gambling products through league, club and broadcast sponsorships. These partnerships expose millions of people, including children, to near constant alcohol and gambling advertising across every level of the games – from stadiums and uniforms to match broadcasts and digital channels. Despite strong community concern and clear evidence of harm, the leagues, media and clubs continue to profit from alcohol and gambling sponsorships.

The Australian Government's gambling advertising reforms will change some of the gambling sponsorship arrangements documented in this report when they commence in January 2027, particularly gambling branding on uniforms and in sporting venues. However, the reforms will leave major gaps. Many forms of gambling advertising will continue, including digital advertising, and alcohol advertising will remain unregulated. This risks the AFL and NRL being flooded with a larger volume of alcohol advertising, and increasing alcohol harm in the community.

Further action is needed to comprehensively phase out both alcohol and gambling sponsorships from the AFL and NRL, so that everyone can watch and follow the sports free from alcohol and gambling advertising.

Appendix

Table 1: 2025 AFL clubs – alcohol sponsorships and advertising

CLUB	NUMBER OF ALCOHOL SPONSORSHIPS			ALCOHOL ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR (TIER 1-3)	MINOR (TIER 4+)	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Adelaide	5	1	4		✓	✓
Brisbane	4	1	3	✓	✓	✓
Carlton	3	2	1		✓	✓
Collingwood	2	2	0		✓	✓
Essendon	4	1	3		✓	✓
Fremantle	2	1	1		✓	✓
Geelong	3	1	2		✓	✓
GC Suns	2	1	1		✓	✓
GWS	3	0	3		✓	✓
Hawthorn	3	0	3		✓	✓
Melbourne	3	1	2		✓	✓
North Melb	3	0	3		✓	✓
Port Adel	3	1	2		✓	✓
Richmond	2	2	0		✓	✓
St Kilda	5	1	4	✓	✓	✓
Sydney	4	1	3		✓	✓
WC Eagles	3	1	2		✓	✓
Bulldogs	3	0	3		✓	✓

Table 2: 2025 AFL clubs – gambling sponsorships and advertising

CLUB	NUMBER OF GAMBLING SPONSORSHIPS			GAMBLING ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR (TIER 1-3)	MINOR (TIER 4+)	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Adelaide	0	0	0			
Brisbane	1	1	0		✓	✓
Carlton	0	0	0			
Collingwood	0	0	0			
Essendon	0	0	0			
Fremantle	2	1	1		✓	✓
Geelong	0	0	0			
GC Suns	2	1	1			✓
GWS	2	2	0		✓	✓
Hawthorn	0	0	0			
Melbourne	0	0	0			
North Melb	0	0	0			
Port Adel	0	0	0			
Richmond	0	0	0			
St Kilda	0	0	0			
Sydney	0	0	0			
WC Eagles	1	0	1			✓
Bulldogs	0	0	0			

Table 3: 2026 AFL clubs – alcohol sponsorships and advertising

CLUB	NUMBER OF ALCOHOL SPONSORSHIPS			ALCOHOL ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR (TIER 1-3)	MINOR (TIER 4+)	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Adelaide	3	1	2		✓	✓
Brisbane	3	1	2		✓	✓
Carlton	2	1	1		✓	✓
Collingwood	2	2	0		✓	✓
Essendon	3	1	2		✓	✓
Fremantle	2	1	1		✓	✓
Geelong	3	1	2		✓	✓
GC Suns	3	1	2		✓	✓
GWS	2	0	2		✓	✓
Hawthorn	2	0	2		✓	✓
Melbourne	3	0	3		✓	✓
North Melb	4	0	4		✓	✓
Port Adel	4	1	3		✓	✓
Richmond	3	2	1		✓	✓
St Kilda	2	1	1		✓	✓
Sydney	4	1	3		✓	✓
WC Eagles	3	1	2		✓	✓
Bulldogs	3	0	3		✓	✓

Table 4: 2026 AFL clubs – gambling sponsorships and advertising

CLUB	NUMBER OF GAMBLING SPONSORSHIPS			GAMBLING ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR (TIER 1-3)	MINOR (TIER 4+)	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Adelaide	0	0	0			
Brisbane	1	1	0		✓	
Carlton	0	0	0			
Collingwood	0	0	0			
Essendon	0	0	0			
Fremantle	2	1	1		✓	✓
Geelong	0	0	0			
GC Suns	2	1	1		✓	✓
GWS	2	2	0		✓	✓
Hawthorn	0	0	0			
Melbourne	0	0	0			
North Melb	0	0	0			
Port Adel	0	0	0			
Richmond	0	0	0			
St Kilda	0	0	0			
Sydney	0	0	0			
WC Eagles	1	0	1			✓
Bulldogs	0	0	0			

Table 5: NRL clubs – 2025 alcohol sponsorships and advertising

CLUB	NUMBER OF ALCOHOL SPONSORSHIPS			ALCOHOL ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR (TIER 1-3)	MINOR (TIER 4+)	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Broncos	5	2	3	✓	✓	✓
Raiders	3	1	2			✓
Bulldogs	4	3	1	✓	✓	✓
Sharks	2	1	1			✓
Dolphins	4	1	3	✓	✓	✓
Titans	3	1	2		✓	✓
Sea Eagles	2	1	1		✓	✓
Storm	1	1	0		✓	✓
Knights	2	2	0	✓		✓
Warriors	2	0	2		✓	✓
Cowboys	3	2	1	✓	✓	✓
Eels	2	2	0		✓	✓
Panthers	5	4	1		✓	✓
Rabbitohs	1	0	1		✓	✓
Dragons	1	1	0			✓
Roosters	2	2	0		✓	✓
Tigers	1	1	0			✓

Table 6: NRL clubs – 2025 gambling sponsorships and advertising

CLUB	NUMBER OF GAMBLING SPONSORSHIPS			GAMBLING ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR	MINOR	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Broncos	2	2	0	✓	✓	✓
Raiders	1	1	0			
Bulldogs	1	1	0		✓	✓
Sharks	1	0	1		✓	✓
Dolphins	2	1	1	✓		✓
Titans	2	2	0	✓	✓	✓
Sea Eagles	3	1	2			✓
Storm	2	2	0			
Knights	1	1	0	✓		
Warriors	1	1	0		✓	✓
Cowboys	3	3	0		✓	✓
Eels	2	2	0		✓	✓
Panthers	2	2	0		✓	✓
Rabbitohs	1	0	1			
Dragons	1	1	0			✓
Roosters	1	1	0	✓		
Tigers	2	1	1	✓	✓	✓

Table 7: NRL clubs – 2026 alcohol sponsorships and advertising

CLUB	NUMBER OF ALCOHOL SPONSORSHIPS			ALCOHOL ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR (TIER 1-3)	MINOR (TIER 4+)	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Broncos	5	2	3	✓	✓	✓
Raiders	3	1	2			✓
Bulldogs	4	3	1	✓	✓	✓
Sharks	2	1	1			✓
Dolphins	4	1	3	✓	✓	✓
Titans	3	1	2		✓	✓
Sea Eagles	2	1	1		✓	✓
Storm	1	1	0		✓	✓
Knights	2	2	0	✓		✓
Warriors	2	0	2		✓	✓
Cowboys	3	2	1	✓	✓	✓
Eels	2	1	1		✓	✓
Panthers	6	3	3		✓	✓
Rabbitohs	1	0	1		✓	✓
Dragons	1	1	0			✓
Roosters	2	2	0		✓	✓
Tigers	1	1	0			✓

Table 8: NRL clubs – 2026 gambling sponsorships and advertising

CLUB	NUMBER OF GAMBLING SPONSORSHIPS			GAMBLING ADVERTISING AS PART OF SPONSORSHIPS		
	TOTAL	MAJOR	MINOR	UNIFORM BRANDING	MATCH-DAY PROMOTIONS	DIGITAL ADVERTISING
Broncos	2	2	0	✓	✓	✓
Raiders	1	1	0			
Bulldogs	1	1	0		✓	✓
Sharks	1	0	1		✓	✓
Dolphins	2	1	1	✓	✓	✓
Titans	2	2	0	✓	✓	✓
Sea Eagles	3	1	2			✓
Storm	2	2	0			
Knights	1	1	0	✓		
Warriors	1	1	0		✓	✓
Cowboys	3	3	0		✓	✓
Eels	2	2	0		✓	✓
Panthers	2	2	0	✓	✓	✓
Rabbitohs	1	0	1			
Dragons	1	1	0			✓
Roosters	1	1	0	✓		
Tigers	2	1	1	✓	✓	✓

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