



GAMBLING CODE OF CONDUCT FOR SPORTS SPONSORSHIP

ANNUAL REPORT, SEPTEMBER
2025



The Rugby Football League Gambling Code of Conduct for Sports Sponsorship ("Code") was published in July 2024 having been ratified by the RFL Board.

The Code was then circulated to key stakeholders in the sport and posted on the RFL website at the following link:

[https://www.rugby-league.com/article/63024/rfl-publishes-gambling-code-of-](https://www.rugby-league.com/article/63024/rfl-publishes-gambling-code-of-conduct)

[conduct](https://www.rugby-league.com/article/63024/rfl-publishes-gambling-code-of-conduct) The full Code can be read here:

<https://www.rugby-league.com/uploads/docs/GamblingSponsorshipPolicyV2.pdf>

The RFL Board's Non-Executive Director, Emma Rosewarne, is the Board member with responsibility for welfare and safety will be the person responsible for handling any complaints in relation to this Policy. Should any person wish to lodge a complaint about compliance they should email the RFL on compliance@rfl.co.uk

No complaints regarding the application of the Code were received by the RFL in the reporting period July 2024 to July 2025.

The only gambling partnership entered into in the sport of rugby league during the reporting period was one between the Rugby Football League (via its 50% owned subsidiary – RL commercial Ltd) and Betfred.

The following part of this annual report covers the implementation of the code as it applies to sporting reinvestment, maintaining sporting integrity, protecting children and vulnerable people and ensuring the promotion of gambling is undertaken in a socially responsible way.



BETFRED

LOVE LEAGUE NOT THE ODDS

Betfred and Rugby League
support Safer Gambling



TAKE TIME TO THINK
taketimetothink.co.uk

GambleAware



GAMBLING CODE OF CONDUCT FOR SPORTS PARTNERSHIP ANNUAL REPORT, JULY 2025

SPORTING REINVESTMENT

The partnership with Betfred has brought much needed investment into the sport of rugby league which has contributed to the programmes the RFL has to increase participation in grassroots rugby league across key audiences including children, women and girls, people with a disability and via enhancing and increasing social inclusion.

The investment received from Betfred allows the sport to stage the Women's Challenge Cup Final at Wembley alongside the Men's equivalent, also allowing BBC coverage. In addition to this, Betfred also pay for all of the sports presentation costs for the Women's and Wheelchair Finals creating numerous opportunities for children to feature as mascots and attend the events. Betfred also covers the costs relating to the winners' staging and pyrotechnics.

The game has also made a £50k investment into a bespoke floor for the wheelchair teams to play on, this enhances visibility and presentation for broadcast purposes (thereby increasing audience reach), as well as widening the range of venues that can be used.

Physical Disability Rugby League (PDRL) is a full contact version of the game adapted for participants with a physical disability who want to access a running version of Rugby League

- for more details see here:

<https://www.rugby-league.com/get-involved/play/physical-disability-rl>

Betfred donated £10k to the MND Foundation in the spring of 2025 after agreeing to support an initiative at Super League's Magic Weekend in Newcastle, rewarding each try-scoring celebration with £180.

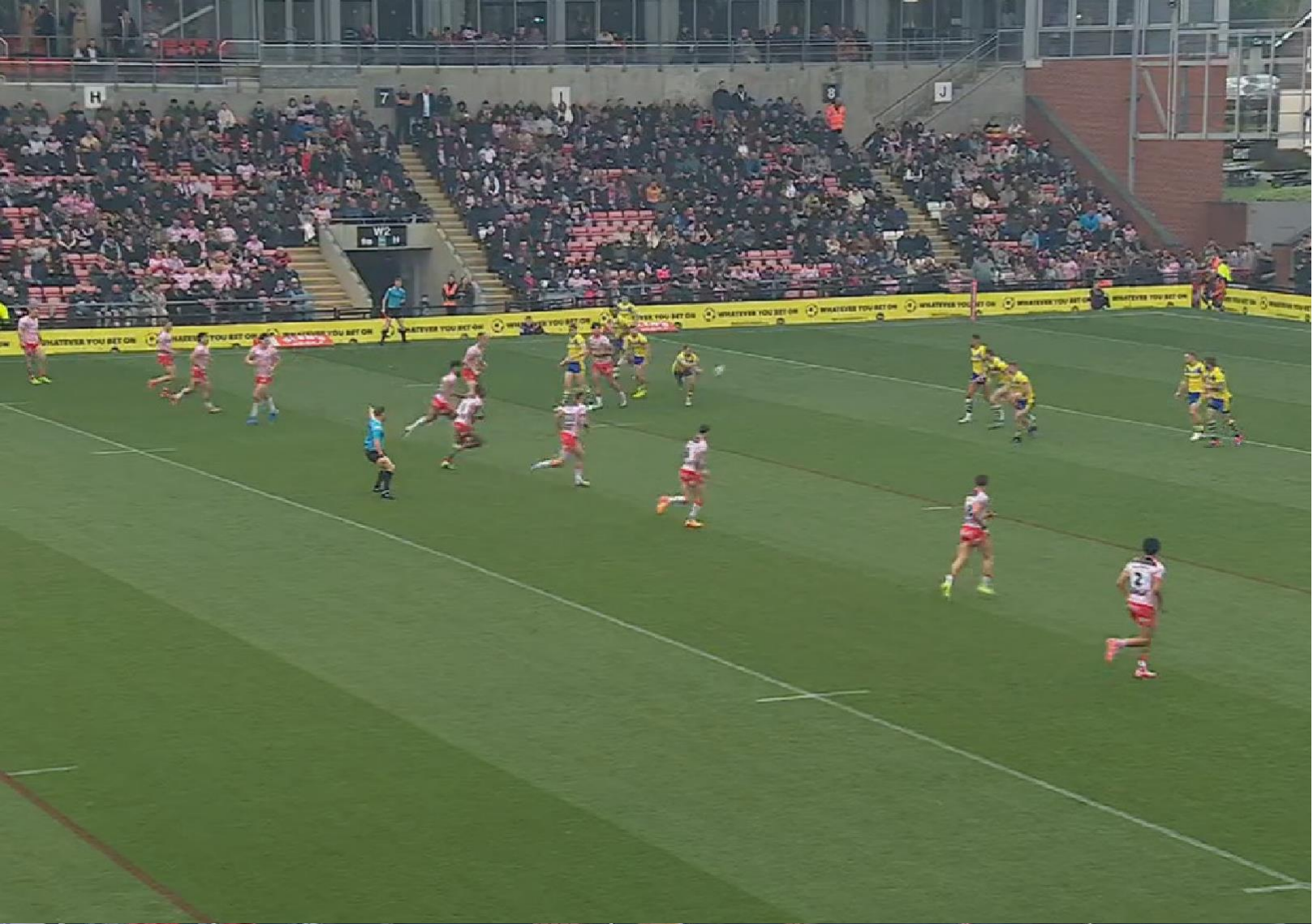
Learning Disability Rugby League (LDRL) is a variant of the game developed to ensure people with a learning disability can access and enjoy playing the game of Rugby League. This accessible offer is open to any individuals who have a learning disability or an associated condition. For more details, see here -

<https://www.rugby-league.com/get-involved/play/ldrl>

MAINTAINING SPORTING INTEGRITY

The RFL has shared this Code of Conduct with Betfred and additionally confirmed with Betfred that it complies with all Gambling Commission licensing requirements including reasonable requests for relevant information that relates to a breach of the sports rules.

Education on Gambling issues is at present delivered by way of online education modules, both direct from the Rugby Football League and through Rugby League Cares, the sport's independent charity. Their players portal, accessible here - rlplayersportal.co.uk/hs-search-results?term=gambling, includes a number of links and articles related to the potential dangers of gambling, as well as the sport's policies in this area. The Integrity Department of the RFL is currently working on a workshop with BetKnowMore with the ultimate aim of enhancing the educational delivery to the professional game.



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PROTECTING CHILDREN AND OTHER VULNERABLE PEOPLE

The RFL is fully committed to protecting children and other vulnerable people as set out in the code. The partnership with Betfred is implemented in a way that ensures that no activity is designed for, or aimed at, children or vulnerable people. This includes:

- No logos or promotional materials appearing on children's replica kit or sportswear
- No promotion takes place in family/junior sections of the RFL website (check) and no sponsorship of family days.



- Discussions have been held with Betfred ahead of this autumn's Ashes series against Australia to ensure that adult England replica kits will be made available without front of shirt logo

<https://www.eliteprosports.co.uk/england-rugby-league/england-rugby-league-official-kit/england-rugby-league-test-series-kit/>

ENSURING THE PROMOTION OF GAMBLING IS UNDERTAKEN IN A SOCIALLY RESPONSIBLE WAY

Rugby League Cares provide a number of resources to underline the potential issues around gambling, and to signpost support, on their players portal.

There are easily accessible links to GamCare and GamStop, and first-person pieces with former players such as Nathan Hindmarsh and Robbie Hunter-Paul (Australia and New Zealand internationals respectively), as well as footage from a workshop with Warrington Wolves Academy.

At all Rugby League matches that feature Betfred LED adverts we give 20% LED to the Take Time to Think safer gambling. For Super league matches Betfred get 10 minutes LED so we give Take Time to Think 2 minutes. In addition, Betfred do not use any of their inventory to advertise odds and we have never been asked to promote online sign-ups.

The Majority of Super League clubs no longer produce match day programmes but we put a Take Time to Think advert in central programmes.

Betfred advertising in Rugby League never pushes or promotes odds, it is limited to just branding.

This is a strong example of Safer Gambling Message sponsorship where cost and resource has been allocated to create produce and broadcast adverts on safer gambling practices.

