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## Gambling advertising

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### Key considerations

- Consultation on a proposed model for wagering advertising reform was undertaken with a range of stakeholders in 2024.

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### Intersections

Responsibility for the regulation of gambling services is shared between the Commonwealth and the states and territories. Responsibility at the Commonwealth level is shared between you (responsible for the *Interactive Gambling Act 2001*) and the Minister for Social Services (responsible for gambling harm policy).

### Contact

Bridget Gannon, First Assistant Secretary, Media Policy Division; 02 s22(1)(a)(ii) | s22(1)(a)(ii)

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## Online Gambling Inquiry – Status of Recommendations

### Summary of recommendation responsibilities

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### Summary of progress on recommendations

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No.	Recommendation
1	The Committee recommends that responsibility for online gambling harm reduction is held by a single Australian Government Minister.
2	<p>The Committee recommends that the Australian Government, with the states and territories, develop a comprehensive national strategy on online gambling harm reduction. The strategy should be based on public health principles and include measures that:</p> <ul style="list-style-type: none"> <li>• prevent gambling harm from occurring</li> <li>• intervene early when there is risk of harm</li> <li>• provide appropriate treatment and support for those experiencing harm</li> <li>• include measures to protect the most vulnerable that are developed with communities to ensure they are culturally safe and linguistically appropriate.</li> </ul> <p>The national strategy should be in place within twelve months, allowing that implementation would be progressive.</p>
3	<p>The Committee recommends that, as the priority of the national strategy and with the cooperation of the states and territories, the Australian Government:</p> <ul style="list-style-type: none"> <li>• establish national regulation and a national online gambling regulator with the sole purpose of reducing harm and with responsibility for all licencing and regulation</li> <li>• levy online wagering service providers (WSPs) to fund the national strategy harm reduction measures for which the Australian Government has responsibility.</li> </ul>
4	The Committee recommends that the Australian Government develop and fund an ongoing, online gambling public education campaign with national advertising and marketing, particularly online. All gambling-related public education resources should be made available on the Australian Government's Student Wellbeing Hub and by the Office of the eSafety Commissioner to help promote awareness of gambling harm to young people and offer strategies to limit exposure.

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No.	Recommendation
5	<p>The Committee recommends that the Australian Government:</p> <ul style="list-style-type: none"> <li>• resource the Australian Institute of Family Studies' Australian Gambling Research Centre to take on an additional role as a national clearinghouse for gambling research</li> <li>• provide ongoing funding for gambling research, in particular: <ul style="list-style-type: none"> <li>○ research to develop a set of standard indicators of risk and harm that can be applied in regulation and policy</li> <li>○ prevalence studies on online gambling harm across both licenced and illegal gambling platforms and websites</li> <li>○ research into vulnerable groups</li> <li>○ research into best practice interventions, treatments and supports</li> <li>○ research about gambling-related suicides.</li> </ul> </li> </ul>
6	<p>The Committee recommends that:</p> <ul style="list-style-type: none"> <li>• national regulation requires online WSPs to disclose de-identified customer data on gambling participation, risk indicators, interventions and harm to the regulator and approved researchers on a consistent and systematic basis</li> <li>• the Australian Government conduct a feasibility study of Spain, France and other jurisdiction's data vault facilities with the aim of implementing a system that provides real-time operator data to the regulator and approved researchers.</li> </ul>
7	<p>The Committee recommends that the Australian Government develop and implement:</p> <ul style="list-style-type: none"> <li>• technological solutions and resources to quickly and more effectively block offshore gambling websites including skin gambling websites and mirror sites</li> <li>• a protocol for blocking transactions to known illegal gambling operators, in cooperation with Australian banks and other payment system providers</li> <li>• stronger sanctions for companies and known individuals who profit from illegal gambling.</li> </ul>
8	<p>The Committee recommends that the Australian Government lead the development, with international organisations and other countries, of multilateral agreements that:</p> <ul style="list-style-type: none"> <li>• improve international cooperation to combat illegal online gambling across borders</li> <li>• aim to reduce gambling harm and protect public policy and research from gambling industry interference.</li> </ul>

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No.	Recommendation
9	<p>The Committee recommends that the levy for online gambling harm reduction support the national regulator to work with all jurisdictions on best practice prevention, detection, early intervention, treatment and rehabilitation programs for people experiencing gambling harms, including:</p> <ul style="list-style-type: none"> <li>• better training for staff working in health, community and financial counselling services, and crisis and gambling helpline staff, to identify gambling harms, comorbid issues and suicide risk, to minimise stigma, and to provide best practice treatment and support</li> <li>• support for Aboriginal and Torres Strait Islander community-controlled health organisations and other organisations that assist culturally and linguistically diverse clients or patients</li> <li>• increased availability of integrated treatment services</li> <li>• enhanced referral pathways to specialist treatments and peer-based support services, including at the end of a self-exclusion period</li> <li>• the development and implementation of screening tools for gambling harm in all mental health and drug and alcohol assessments.</li> </ul>
10	<p>The Committee recommends that the Australian Government develops industry guidelines for the banking and financial sector, online WSPs and other relevant organisations to educate staff about gambling harm. The guidelines should include protocols for the referral of customers experiencing gambling harm who are at risk of suicide.</p>
11	<p>The Committee recommends that the Australian Government, in cooperation with the states and territories, establish a national data collection program on gambling harms and suicides. Data should be systematically collected from health and other practitioners and support services that interact with people who experience gambling harm, including emergency departments and coroners. The data collection should include de-identified customer data provided to the regulator by online WSPs.</p>
12	<p>The Committee recommends that the multi-stage evaluation of the National Consumer Protection Framework for Online Gambling (NCPF), due to commence in 2023, includes an investigation into whether the small consumer credit contract sector is complying with its responsible lending obligations to customers who gamble.</p>
13	<p>The Committee recommends that the Australian Government work with the Australian Banking Association to develop a set of minimum gambling consumer protection standards for implementation by all banks, including a block on gambling merchant categories for self-excluded individuals using BetStop. If agreement is unable to be reached, minimum standards should be mandated in legislation.</p>
14	<p>The Committee recommends that, in developing national regulation, the Australian Government conduct a risk assessment of available payment methods. Payment methods that do not minimise the risk of criminal activity and gambling harm should be prohibited from being used for online gambling.</p>

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No.	Recommendation
15	The Committee recommends that national regulation should require customers' identities to be verified prior to the commencement of online gambling.
16	The Committee recommends that the Australian Government prohibit all online gambling inducements and inducement advertising, and that it do so without delay.
17	The Committee recommends that the evaluation of the NCPF: <ul style="list-style-type: none"> <li>analyse deidentified customer data to determine whether voluntary pre-commitment is working to reduce harm</li> <li>examine the strengths and weaknesses of universal, mandatory pre-commitment systems overseas, in comparison to Australia's current voluntary system, and undertake further reforms if it can be demonstrated that an alternative approach will drive improved outcomes overall.</li> </ul>
18	The Committee recommends that national regulation impose a customer duty of care on online WSPs. An online WSPs' compliance with this legal duty should be assessed against a set of standard indicators of risk and harm.
19	The Committee recommends that the Australian Government should investigate the benefits and feasibility of requiring online WSPs to apply a standard behavioural algorithm to reduce online gambling harm.
20	The Committee recommends national regulation require online WSP staff to undertake research-informed training that demonstrates a sound awareness of the legal obligations and guidelines for practice in responsible service of online gambling. Staff should also undertake annual refresher training.
21	The Committee recommends national regulation prohibit commissions being paid to staff or any third party involved in the referral or provision of online gambling to an individual.
22	The Committee recommends that national regulation include provisions to prevent the proceeds of crime from being used to fund online gambling. A legal taskforce should be established as soon as practical to develop these provisions.
23	The Committee recommends that the national regulator be provided with a broad suite of powers to monitor online gambling, ensure compliance and enforce the law. Penalties should be severe enough to be a genuine deterrent to multinational corporations breaching their legal obligations.
24	The Committee recommends that the Australian Government establish an appropriately resourced national online gambling ombudsman, to sit within the national regulator.
25	The Committee recommends the Australian Government consult with industry and people who gamble to determine minimum bet limits for online wagering for inclusion in national regulation.

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No.	Recommendation
26	<p>The Committee recommends the Australian Government, with the cooperation of the states and territories, implement a comprehensive ban on all forms of advertising for online gambling, to be introduced in four phases, over three years, commencing immediately:</p> <ul style="list-style-type: none"> <li>• Phase One: prohibition of all online gambling inducements and inducement advertising, and all advertising of online gambling on social media and online platforms. Removal of the exemption for advertising online gambling during news and current affairs broadcasts. Prohibition of advertising online gambling on commercial radio between 8.30-9.00am and 3.30-4.00pm (school drop off and pick up).</li> <li>• Phase Two: prohibition of all online gambling advertising and commentary on odds, during and an hour either side of a sports broadcast. Prohibition on all in-stadia advertising, including logos on players' uniforms.</li> <li>• Phase Three: prohibition of all broadcast online gambling advertising between the hours of 6.00am and 10.00pm.</li> <li>• Phase Four: by the end of year three, prohibition on all online gambling advertising and sponsorship.</li> </ul> <p>Gambling advertising on dedicated racing channels and programming should be exempt from the ban.</p> <p>Small community radio broadcasters should be exempt from further restrictions until December 2025.</p>
27	<p>The Committee recommends that the National Classification Scheme be consistently applied to games available from online app stores, such as the Google Play Store, Apple App Store and the Steam Store.</p>
28	<p>The Committee recommends that the Australian Government develops and implements a public information campaign that educates all consumers, in particular parents, caregivers, teachers and young people, on all elements of simulated gambling. The campaign should be informed by research and publicly evaluated.</p>
29	<p>The Committee recommends that the Australian Government commissions research into an effective simulated gambling warning label. The label should be incorporated into the National Classification Scheme.</p>

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No.	Recommendation
30	<p>The Committee recommends that the Australian Government convene a working group to develop and implement minimum consumer protections for interactive games and make suggestions for legislative mechanisms to implement tighter controls on simulated gambling and its advertising. The working group should consider whether games containing loot boxes that can be purchased for money or simulated gambling should have:</p> <ul style="list-style-type: none"> <li>• spending controls as a default function</li> <li>• transparent odds and drop rates for items</li> <li>• algorithmic loot box features disabled as a default setting, allowing players to opt in.</li> </ul> <p>The Australian Government should conduct a review of the implementation of these protective measures and consider legislative options if minimum consumer protections are not being consistently applied.</p>
31	<p>The Committee recommends that a legislative review of the national regulator (Recommendation three) be conducted, two years after commencement and then every five years subsequently. The review should consider developments in research about the risk of harm from simulated gambling, gambling-like elements in games and the gambling of in-game items, particularly to children and young people, and the effectiveness of regulatory responses to these issues overseas.</p>

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## Australian Government

**Department of Infrastructure,  
Transport, Regional Development,  
Communications, Sport and the Arts**

**Event Brief  
MB25-000126**

**Version 1**

**Date sent to MO: 6/06/2025**

**To:** The Hon Minister Anika Wells MP, Minister for Communications, Minister for Sport

**Adviser:** s22(1)(a)(ii), Barnaby Kerdel

**Subject:** SEVEN WEST MEDIA – 7 MELBOURNE OPENING

<b>Date/Time:</b>	Wednesday 11 June 2025, from 6:00 pm.
<b>Meeting type/Location:</b>	<p><b>Event</b> – Opening of Seven West Media’s new Melbourne newsroom, studio, and office</p> <p><b>Location:</b> Melbourne Quarter Tower (MQT), 695 Collins Street, Docklands, Melbourne</p> <p><b>Traditional custodians:</b> the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Kulin Nation.</p>
<b>Staffing:</b>	MO to include
<b>Intended objective:</b>	Attend the opening of Seven West Media’s new Melbourne location and meet with media industry stakeholders in your capacity as the Minister for Communications.
<b>Key Attendees:</b>	The Hon Anthony Albanese MP, Prime Minister of Australia, the Hon Jacinta Allan MP, Premier of Victoria, Ms Sarah Witty MP, and members of Seven West Media’s Board of Directors and Management Team. Biographies of the Seven West Media attendees are at <a href="#">Attachment C</a> .
<b>Stakeholder's objective:</b>	To meet the Minister for Communications and share Seven West Media’s perspectives on key issues affecting the Australian media industry.
<b>Media</b>	@channel7; @7plus; @7newsmelbourne

### Purpose - why you are attending:

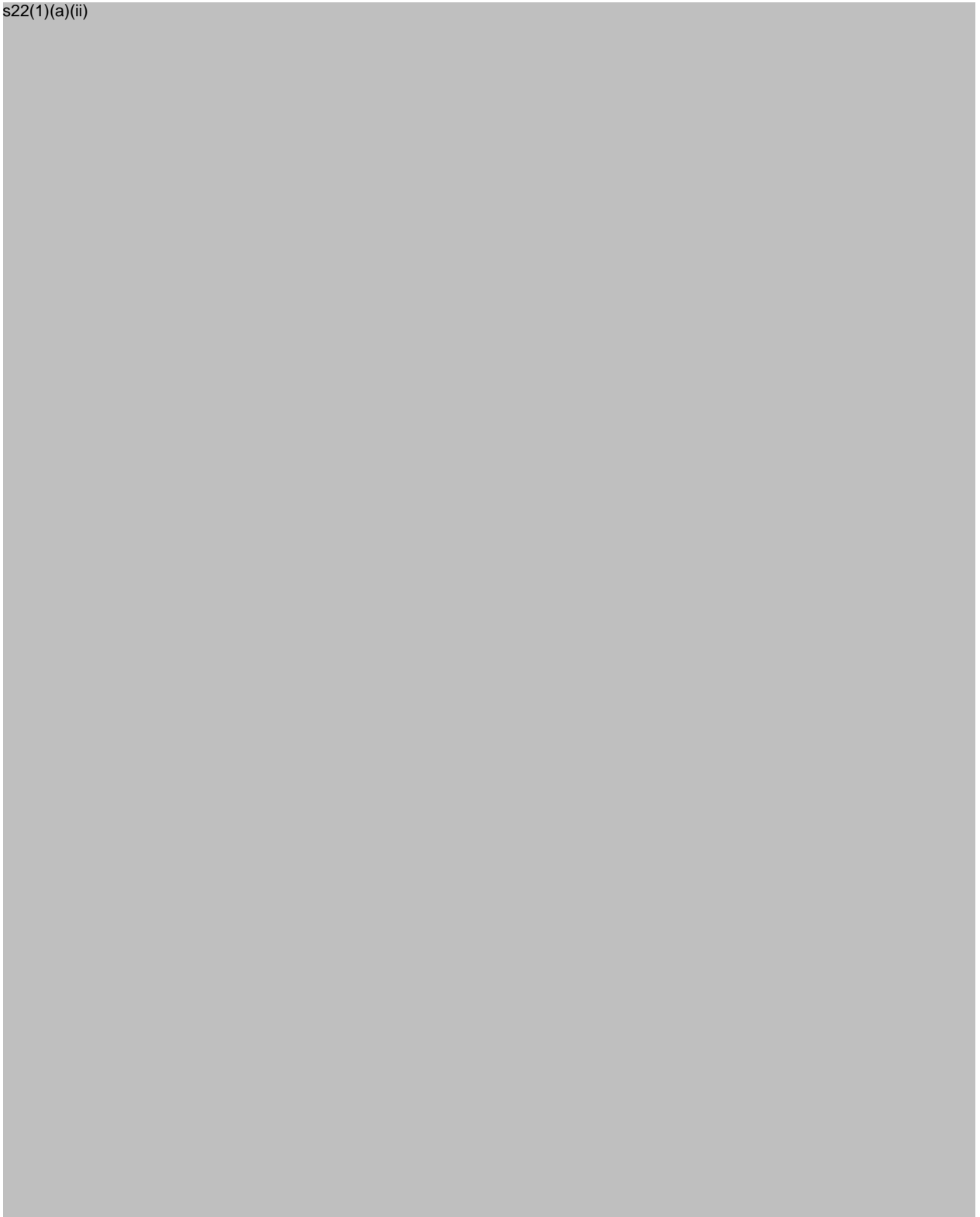
- You have been invited by Mr Kerry Stokes AC, Chairman of Seven West Media (Seven), to attend the opening of Seven’s new Melbourne newsroom, studio, and office at the Melbourne Quarter Tower (MQT) precinct.
- This is an opportunity for you to engage with directors and senior managers at Seven and discuss key issues affecting the Australian media industry.
- A full summary, including the order of events, is at [Attachment A](#).

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s22(1)(a)(ii)

**Attachments:**

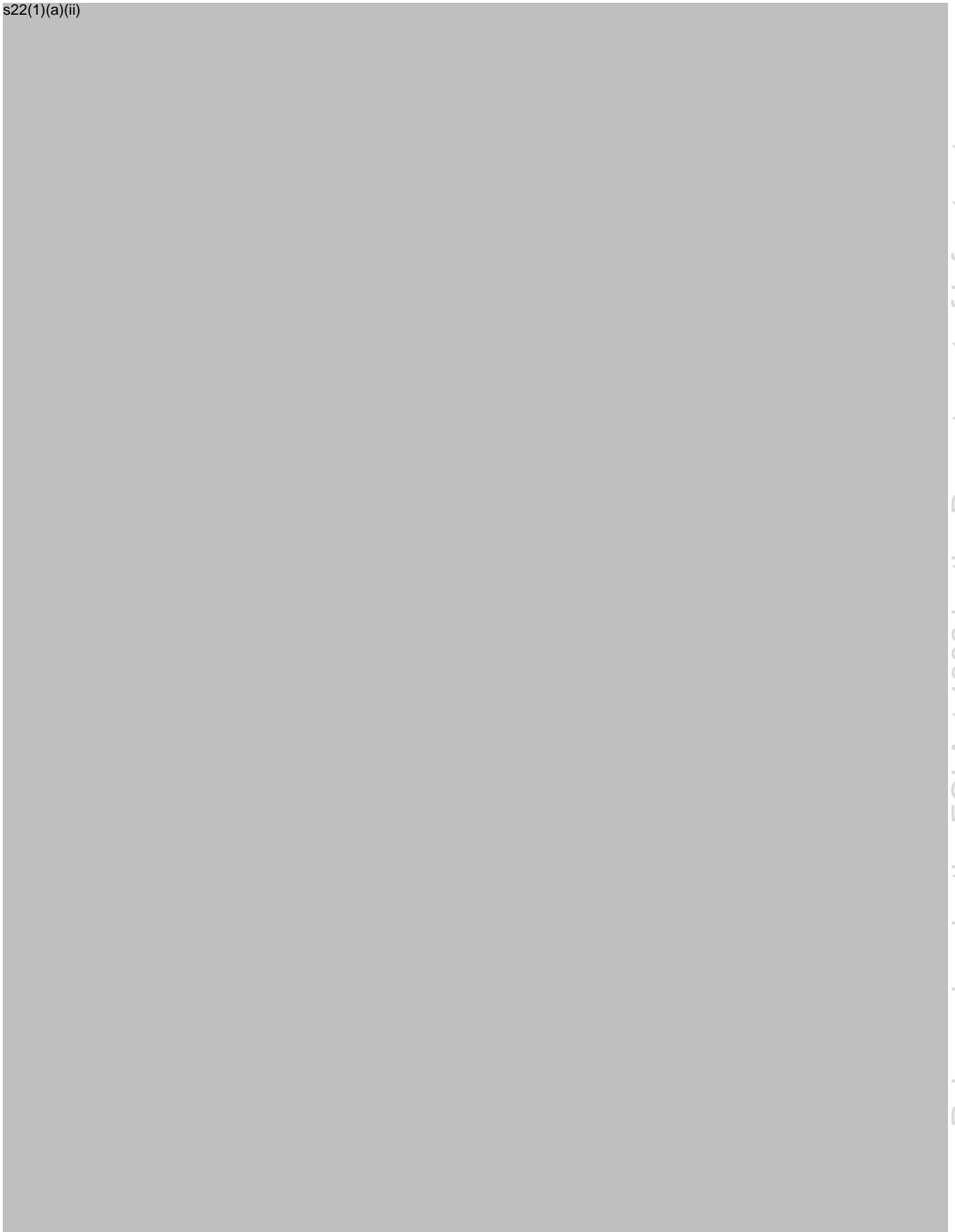
- A. s22(1)(a)(ii)
- B. Talking Points
- C. Biographies

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**OFFICIAL****Attachment B****Talking points**

s22(1)(a)(ii)



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s22(1)(a)(ii)

**Wagering advertising reform**

- The Government conducted confidential consultations with key stakeholders in late 2024, including Seven West Media, on a proposed wagering advertising reform model.
- The proposed model sought to address 3 key community concerns: normalisation of wagering and sport; children and young people's exposure to wagering advertising; and the saturation of wagering advertisements.

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## Attachment C

## Biographies



## Seven West Media Board of Directors

	<p><b>Mr Kerry Stokes AC</b> <b>Chairman – Non-Executive Director</b></p> <p>Mr Stokes was Executive Chairman of SGH Ltd, a company with a market-leading presence in the resources services sector in Australia and formerly in north east China and a significant investment in energy and also in media in Australia through Seven West Media. Mr Stokes held the position from April 2010 until November 2021. He is also chairman of Australian Capital Equity Pty Limited, which has substantial interests in media and entertainment, resources, energy, property, pastoral and industrial activities.</p> <p>Mr Stokes is a former Chairman of the Australian War Memorial and a former Chairman of the National Gallery of Australia. Mr Stokes holds professional recognitions which include an Honorary Doctorate in Commerce at Edith Cowan University and an Honorary Fellow of Murdoch University.</p> <p>Mr Stokes was awarded Australia's highest honour, the Companion in the General Division in the Order of Australia (AC) in 2008. In 1995, he was recognised as Officer in the General Division of the Order of Australia (AO).</p>
	<p><b>Mr Jeff Howard</b> <b>Managing Director and Chief Executive Officer</b></p> <p>Prior to his appointment as Managing Director and CEO of Seven West Media in April 2024, Mr Howard had been Chief Financial Officer of Seven West Media since January 2020.</p> <p>Prior to Joining Seven West Media, Mr Howard served as CFO of HT&amp;E Limited (now ARN Media) from 2012, delivering strategic financial leadership while executing on strategy and driving shareholder value. Mr Howard has extensive experience in business transformation and growth in the media sector, including through mergers and acquisitions.</p> <p>Mr Howard is a Chartered Accountant with more than nine years' experience in banking at ABN AMRO and RBS and prior that worked with KPMG for 10 years. He completed his executive MBA with the Australian Graduate School of Management in 2005 and is a graduate of the Australian Institute of Company Directors.</p>

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	<p><b>Ms Teresa Dyson</b> <b>Non-Executive Director</b></p> <p>Ms Dyson is Chairman of the Audit and Risk Committee and was appointed to the Board on 2 November 2017.</p> <p>Ms Dyson is a director of Brighter Super, Gold Coast Hospital and Health Board and Fare Limited. She is a member of the Takeovers Panel and an independent member of the Australian Taxation Office Audit &amp; Risk Committee. She has been a Director of Shine Justice Limited since February 2020 and was a Director of Genex Power Limited from May 2018 to July 2023, and Entyr Limited from February 2023 to May 2024. She is former Chair and member of the Board of Taxation and a former member of the Foreign Investment Review Board and Housing Australia.</p> <p>Ms Dyson holds a Masters of Applied Finance from Macquarie University. She graduated with a Bachelor of Laws (Honours), a Bachelor of Arts and Masters of Taxation from the University of Queensland and is a fellow of the Australian Institute of Company Directors.</p>
	<p><b>Ms Colette Garnsey OAM</b> <b>Non-Executive Director</b></p> <p>Ms Garnsey is Chairman of the Remuneration &amp; Nomination Committee and was appointed to the Board on 12 December 2018.</p> <p>Ms Garnsey has been a Non-Executive Director of Flight Centre Travel Group since February 2018, is a Director of the American Australian Association and is Chairman of Laser Clinics Australia. Ms Garnsey is a former Non-Executive Director and former Chair of Australian Wool Innovation Limited.</p> <p>Ms Garnsey has over 30 years' executive experience, having held senior management positions at David Jones, Pacific Brands, and Premier Investments, encompassing strategy, operations, marketing, business planning and business transformation.</p> <p>Ms Garnsey has served on the board of the Melbourne Fashion Festival. She has also advised the CSIRO, The Federal Innovation Council, and the business advisory boards of various Federal Trade and Investment Ministers and Australian Fashion Week.</p>
	<p><b>Mr Michael Malone</b> <b>Non-Executive Director</b></p> <p>Mr Malone is a member of the Audit &amp; Risk Committee and a member of the Remuneration &amp; Nomination Committee. He was appointed to the Board on 24 June 2015. Mr Malone founded iiNet in 1993 and continued as CEO for more than 20 years. After leaving iiNet, Mr Malone went on to co-found Diamond Cyber Security.</p> <p>Mr Malone is a former Non-Executive Director of NBN Co, a former Director of WiseTech Global Limited and a former Director of Axicom Pty Ltd, a former Director of DUG Technology Limited from June 2020 to August 2021, a former Director of SpeedCast International Ltd from May 2014 to July 2022 and served as a Director and Chairman of Superloop Ltd from April 2015 to March 2020.</p>

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	<p><b>Mr Ryan Stokes AO</b> <b>Non-Executive Director</b></p> <p>Mr Stokes is a member of the Audit &amp; Risk Committee and a member of the Remuneration &amp; Nomination Committee. He was appointed to the Board on 21 August 2012.</p> <p>Mr Stokes is Managing Director &amp; Chief Executive Officer of SGH Ltd and has been a Director of SGH since April 2010. SGH owns WesTrac and Coates, has a controlling interest in Boral (72.6%), an investment in Beach Energy (30%), and investment in Seven West Media (39%). Mr Stokes is Chairman of WesTrac, Chairman of Coates and Chairman of Boral and Director of Beach Energy.</p> <p>Mr Stokes is Chief Executive Officer of Australian Capital Equity Pty Limited (ACE). ACE is a private company with its primary investment being an interest in SGH. Mr Stokes is Chairman of the National Gallery of Australia.</p> <p>Mr Stokes holds a BComm from Curtin University and is a Fellow of the Australian Institute of Management (FAIM). Mr Stokes was appointed an Officer in the General Division of the Order of Australia in the Queen's Birthday honours on 8 June 2020.</p>
	<p><b>Mr Michael Ziegelaar</b> <b>Non-Executive Director</b></p> <p>Mr Ziegelaar is a member of the Audit &amp; Risk Committee and he was appointed to the Board on 2 November 2017.</p> <p>Mr Ziegelaar is a senior partner of global law firm Herbert Smith Freehills, where he is the Co-Head of the Australian Equity Capital Markets Group. He specialises in corporate, equity capital markets and M&amp;A transactions and has acted for a wide range of clients across various industries.</p> <p>Mr Ziegelaar is also a non-executive director of the Burnet Medical Research Institute.</p> <p>Mr Ziegelaar holds a Bachelor of Laws (Hons), a Bachelor of Economics (majoring in Accounting and Corporate Finance) and a Master of Laws (majoring in Commercial Law) from Monash University.</p>



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## Seven West Media Management Team

	<p><b>Mr Henry Tajer</b> <b>Chief Commercial Officer</b></p> <p>Mr Tajer was appointed Chief Commercial Officer in January 2025 and is responsible for leading and driving all Seven revenue operations.</p> <p>Mr Tajer is one of Australia's most successful advertising and marketing executives, with a 25-year career in Australia and overseas. His resume includes global CEO of IPG Mediabrands based in New York, Executive Chairman of IPG Mediabrands Australia, President of Mediabrands Asia Pacific, Managing Director of Amazon Media Group Australia, and CEO of Dentsu Aegis Network Australia and New Zealand.</p> <p>He is also a former Chair of the Media Federation of Australia (MFA), where he spearheaded initiatives including NGEN and MFA 5+ to foster talent development and market engagement. He was inducted into the MFA Hall of Fame in 2015.</p>
	<p><b>Mr Ray Kuka</b> <b>Director of News and Current Affairs</b></p> <p>Mr Kuka was appointed Director of News and Current Affairs in May 2025 and is responsible for all 7NEWS bulletins and specials, as well as 7NEWS Spotlight and 7NEWS.com.au.</p> <p>A seasoned news executive with a broadcast television career spanning more than two decades, he has amassed an impressive body of work as a field producer, on-the-road journalist, executive producer and news director, most recently leading the 7NEWS Perth team as well as Seven's coverage of major national and international news events.</p> <p>His previous roles at Seven have include Deputy News Director, 7NEWS Sydney; Senior Producer, 7NEWS Sydney; and reporting and producing roles in Sydney, Perth, Melbourne and Brisbane. He also spent several years working for global news organisations in Europe and China.</p>
	<p><b>Mr Trent Dickeson</b> <b>Chief Operating Officer</b></p> <p>Dr Dickeson was appointed Chief Operating Officer in June 2024 and is responsible for Operations, Broadcast Supply Chain, Technology, Cyber Security, Procurement, Transformation and Business Optimisation.</p> <p>Before his current role, Dr Dickeson was Director of Operations and Transformation, responsible for Broadcast Operations and Delivery, Information Technology, Cyber Security and Remote Delivery.</p> <p>Dr Dickeson joined Seven West Media in 2014 from Deloitte. He was a Director at Deloitte specialising in Strategy and Operations work in the areas of Supply Chain and Sourcing across Australia, Asia and the Middle East.</p> <p>Dr Dickeson is a Chartered Chemist and Member of the Royal Australian Chemical Institute with a Bachelor of Science (Honours) and a Ph.D in Chemistry from the University of Newcastle. Dr Dickeson is currently a director of TXA Australia and the National Payout Centre Media.</p>



Australian Government  
Department of Infrastructure, Transport,  
Regional Development, Communications, Sport and the Arts

Meeting / Event Brief

MB25-000159

To: The Hon Anika Wells MP, Minister for Communications and Minister for Sport

Subject: MEETING WITH FOXTEL

Date & Time:	1:00 pm, Wednesday, 25 June 2025
Meeting type & Location:	Virtual
Staffing:	s22(1)(a)(ii) , s22(1)(a)(ii)
Intended objective:	Introductory meeting
Key Attendees:	Mr Patrick Delany, Chief Executive Officer, Foxtel, with a biography at Attachment A.
Stakeholder's objective:	To meet with you to discuss key policy and market issues for Foxtel.
Media	N/A – this is a private introductory meeting

Purpose – why you are attending:

- This is an introductory meeting with the Chief Executive Officer of Foxtel, Mr Patrick Delany. We expect Mr Delany to outline the key issues for Foxtel as a provider of subscription television broadcasting and online streaming services.

Key Matters / Issues:

Wagering advertising reform

- The Government undertook confidential consultations in late 2024 with key stakeholders, including Foxtel, on a wagering advertising reform model. s47C

- s47(1)(b)

s22(1)(a)(ii)

s22(1)(a)(ii)

**Background:**

- The Foxtel Group operates a portfolio of consumer brands, including: Foxtel (Australia's largest subscription television provider); Kayo Sports (a sports streaming service); BINGE (an entertainment streaming platform); and Hubbl (a connected television device). The Foxtel Group broadcasts and streams more than 50 sports, including the AFL, NRL, Super Netball, cricket, and motorsports
- In April 2025, the Foxtel Group was acquired by DAZN Group Limited (DAZN – pronounced 'da zone'), a global sports streaming platform, after a sale by News Corp and Telstra. As part of the deal, DAZN provided News Corp and Telstra with 6% and 3% equity interests in DAZN, respectively. Sky News Australia was not part of the sale and remains 100% owned by News Corp Australia, a subsidiary of News Corp.

**Consultation:**

- Internal: Office for the Arts; Office for Sport; Media Industry & Sustainability Branch.

**Attachments:**

Attachment A: Biography

**ATTACHMENT A  
BIOGRAPHY**

Name: Patrick Delany

Position: Chief Executive Officer

Organisation: Foxtel Group

Phone Number: s47F

Social Media Handles/Tags: @foxtel – Facebook, Instagram, X, YouTube; @foxtelstv - TikTok

Mr Delany has been employed in the television industry since 1998. He was appointed CEO of Foxtel Group in January 2018, after serving as CEO of Fox Sports Australia since 2011. He has retained his role as CEO of the Foxtel Group following the DAZN acquisition. During his tenure, the Foxtel Group has launched Kayo Sports, a sports streaming service, and BINGE, an entertainment streaming service.

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Australian Government

 Department of Infrastructure, Transport,  
 Regional Development, Communications, Sport and the Arts

## Meeting / Event Brief

MB25-000158

To: Minister Wells

Subject: MEETING WITH WIN CORPORATION

<b>Date &amp; Time:</b>	12:00 pm, Wednesday, 25 June 2025 (30 minutes)
<b>Meeting type &amp; Location:</b>	Virtual
<b>Staffing:</b>	Minister's Office to include.
<b>Intended objective:</b>	Introductory meeting
<b>Key Attendees:</b>	Andrew Lancaster, Chief Executive Officer, WIN Corporation, with a biography at <b>Attachment A</b> .
<b>Stakeholder's objective:</b>	To meet with you to discuss key policy and market issues for WIN.
<b>Media</b>	N/A – this is a private introductory meeting

**Purpose – why you are attending:**

- This is an introductory meeting with the Chief Executive Officer of WIN Corporation. (WIN), Mr Andrew Lancaster. We expect Mr Lancaster to outline the key issues for WIN as a regional commercial broadcaster.

**Key Matters / Issues:**Wagering advertising reform

- The Government undertook confidential consultations in late 2024 with key stakeholders, including WIN, on a wagering advertising reform model. <sup>s47(1)(b)</sup>


[Redacted content]

s22(1)(a)(ii)


[Redacted content]

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s22(1)(a)(ii)



s22(1)(a)(ii)

**Background:**

- WIN is Australia's largest commercial regional television broadcaster and one of only two commercial television broadcasters that are not part of a larger group that also operates metropolitan services (the other being Imparja). WIN operates commercial television services in Western Australia and in parts of Queensland, New South Wales, the Australian Capital Territory, South Australia, Victoria and Tasmania, and commercial radio services in Campbelltown and Wollongong.
- WIN has program affiliation (supply) agreements in place with the three traditionally metropolitan networks: Seven Network; Nine Network; and Network 10 (Paramount Australia). These agreements typically involve the payment of a fee by WIN in the larger markets, although there are differing arrangements in place in smaller licence areas.
- In addition to terrestrial commercial television services, WIN (along with Seven) are the joint-licensees for the Government-funded Viewer Access Satellite Television (VAST) service in Western Australia.

**Consultation:**

- Internal: Media Industry & Sustainability Branch.

**Attachments:**

- Attachment A: Biography



**OFFICIAL****ATTACHMENT A  
BIOGRAPHIES**

Name: Andrew Lancaster

Position: Chief Executive Officer

Organisation: WIN Corporation

Phone Number: s47F

Social Media Handles/Tags: WIN Corporation – Facebook; WIN Corporation Pty Ltd - LinkedIn

Mr Lancaster has worked in the media sector for over 31 years, with experience in metropolitan and regional television and radio. He is Chief Executive Officer of WIN Corporation and is also Chief Executive Officer of Birketu Pty Ltd, Nine Entertainment Co's largest individual shareholder.

Mr Lancaster is also a Director of Free TV Australia, Chair of the Illawarra Community Foundation, and Chair of the NRL team St George Illawarra Dragons.

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Meeting Brief

MB25-000157

**To:** The Hon Anika Wells MP, Minister for Communications, Minister for Sport

**Subject:** Meeting with Alliance for Gambling Reform

<b>Date &amp; Time:</b>	Wednesday, 25 June 2025 at 1:45 pm
<b>Meeting type &amp; Location:</b>	Online
<b>Staffing:</b>	Ministerial office to include.
<b>Intended objective:</b>	Introductory meeting with the Alliance for Gambling Reform
<b>Key Attendees:</b>	Reverend Tim Costello – Chief Advocate Mr Martin Thomas – Chief Executive Officer
<b>Stakeholder's objective:</b>	To meet the Minister and present the case for strong gambling reform including the full adoption of the Online Gambling Inquiry recommendations
<b>Media</b>	N/A

**Purpose – why you are attending:**

- You requested the meeting with the Alliance for Gambling Reform (AGR) as an introduction and to discuss online gambling-related policy issues.
- This is an opportunity to discuss key online gambling policy issues from a harm minimisation perspective.

**Key Matters / Issues:**

- AGR is likely to raise several policy issues related to its interest in gambling harm minimisation, including:
  - **The House of Representatives Standing Committee on Social Policy and Legal Affairs inquiry into online gambling and its impacts on those experiencing gambling harm (Online Gambling Inquiry)**
    - AGR have publicly called for the full implementation of all 31 recommendations of the Online Gambling Inquiry, including a full ban on wagering advertising. AGR will be highly critical of the lack of progress on the Government response.
    - The Government undertook confidential consultations in August-October 2024 with key stakeholders, including AGR, on a wagering advertising reform model. The consulted model prioritised protecting children and vulnerable people from the harms of wagering advertising,

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breaking the link between sports and wagering, and addressing the saturation and targeting of wagering advertising.

- s47C [REDACTED]
- AGR has a long-running [online petition](#) which calls for a full ban of all wagering advertising. The petition currently has over 35,000 signatories.

s22(1)(a)(ii)

[REDACTED]

- s47C [REDACTED]

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s47C

**Sensitivities:**

- Reverend Tim Costello has [publicly stated](#) he believes there is a conflict of interest in holding both the Communications and Sport portfolio together in relation to gambling policy/reform, and that it should instead sit with the Minister for Health.

• s47C

**Background:**

- AGR is a national advocacy network fighting to reduce gambling harm and to give a voice to those who have been impacted by gambling. They are very outspoken advocates regarding gambling advertising and broader gambling reform including the Online Gambling Inquiry and are often quoted in media reporting on these issues.
- On 28 June 2023, the Online Gambling Inquiry published its final report, which made 31 recommendations around consistent national consumer protection, online gambling regulation, gambling advertising, research and data, illegal offshore gambling and simulated gambling games. Responsibility is shared between the Communications and Social Services portfolio.
- BetStop is subject to a statutory review after one and three years of operation. Public consultation ran from December 2024 to April 2025. A final report is due to you by the end of February 2026 and must be tabled in Parliament.

**Consultation:**



- N/A – Consultation not required.

**Attachments:**

- Attachment A: s22(1)(a)(ii)
- Attachment B: Biographies

ATTACHMENT B

BIOGRAPHIES

	<p><b>Reverend Tim Costello</b> <b>Chief Advocate</b> <b>Alliance for Gambling Reform</b></p> <p>Reverend Costello is currently the Chief Advocate at the Alliance for Gambling Reform.</p> <p>He also holds positions as Chair of the Community Council of Australia; member of the Multi-Stakeholder Steering Committee of the EU-Australia Leadership Forum; board member for the Campaign for Australian Aid; board member for the Australian National Development Index; Patron of SMSF and Patron of the National Youth Commission.</p> <p>Reverend Costello was formally Chief Executive of World Vision Australia (WVA) for 13 years.</p>
	<p><b>Mr Martin Thomas</b> <b>CEO</b> <b>Alliance for Gambling Reform</b> s47F</p> <p><b>@reformgambling (Instagram, X, LinkedIn), Alliance for Gambling Reform (Facebook)</b></p> <p>Mr Thomas was appointed Chief Executive Officer in June 2024.</p> <p>He has over 20 years of experience driving social impact across Australia and internationally. He has served as Chief Executive Officer of Habitat for Humanity Australia and held senior leadership roles with Mission Australia, World Vision, and UNICEF Australia.</p>

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## Meeting / Event Brief

MB25-000156

To: Minister Wells

Subject: MEETING WITH FREE TV AUSTRALIA

<b>Date &amp; Time:</b>	11:15 am, Wednesday, 25 June 2025
<b>Meeting type &amp; Location:</b>	Virtual
<b>Staffing:</b>	Barnaby Kerdel, s22(1)(a)(ii), s22(1)(a)(ii)
<b>Intended objective:</b>	Introductory meeting
<b>Key Attendees:</b>	Bridget Fair, Chief Executive Officer, Free TV Australia, with a biography at <b>Attachment A</b> .
<b>Stakeholder's objective:</b>	To meet you and discuss key policy issues. Key matters are covered below and a more detailed outline of Free TV's concerns and asks is at <b>Attachment B</b> .
<b>Media</b>	N/A – this is a private introductory meeting

**Purpose – why you are attending:**

- This is an introductory meeting with the Chief Executive Officer of Free TV Australia (Free TV), Ms Bridget Fair. We expect Ms Fair to outline the issues and priorities for the commercial television sector.

**Key Matters / Issues:**Wagering advertising reforms

- The Government undertook confidential consultations in late 2024 with key stakeholders, including Free TV, on a wagering advertising reform model. s47(1)(b)

[Redacted content]


s22(1)(a)(ii)

[Redacted content]

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s22(1)(a)(ii)



**Sensitivities:**

- Nil.

**Background:**

- Free TV is the national peak body representing all free-to-air commercial television broadcasters (Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, WIN Network and Imparja).

**Consultation:**

- Internal: Office for the Arts; Office for Sport. External: ACMA.

**Attachments:**

- Attachment A: Biography
- Attachment B: Free TV Priorities

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**ATTACHMENT A  
BIOGRAPHY**

Name: Bridget Fair

Position: Chief Executive Officer

Organisation: Free TV Australia

Phone Number: s47F

Social Media Handles/Tags: @BridgetFair and @FreeTVAustralia – X; Bridget Fair GAICD and Free TV Australia – LinkedIn; Free TV Australia - Facebook

Ms Fair joined Free TV Australia as Chief Executive Officer in February 2018. She previously held a number of senior roles with Seven West Media, responsible for corporate affairs, government relations, corporate strategy and external stakeholder management, and has also worked with the ABC and SBS.

Ms Fair is currently a Board Director for Women in Media, and has served as the former Chair of Screenrights. She has held positions as a Non-Executive Director of iSelect and as Director of OzTAM, Freeview and the Judith Neilson Institute for Journalism & Ideas.

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**OFFICIAL****ATTACHMENT B  
FREE TV PRIORITIES****Free TV's concerns**Wagering advertising reforms

- The Government undertook confidential consultations in late 2024 with key stakeholders, including Free TV, on a wagering advertising reform model. The consulted model prioritised protecting children and vulnerable people from the harms of wagering advertising, breaking the link between sports and wagering, and addressing the saturation and targeting of wagering advertising.

- s47C

s47(1)(b)

s22(1)(a)(ii)

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s22(1)(a)(ii)



s22(1)(a)(ii)

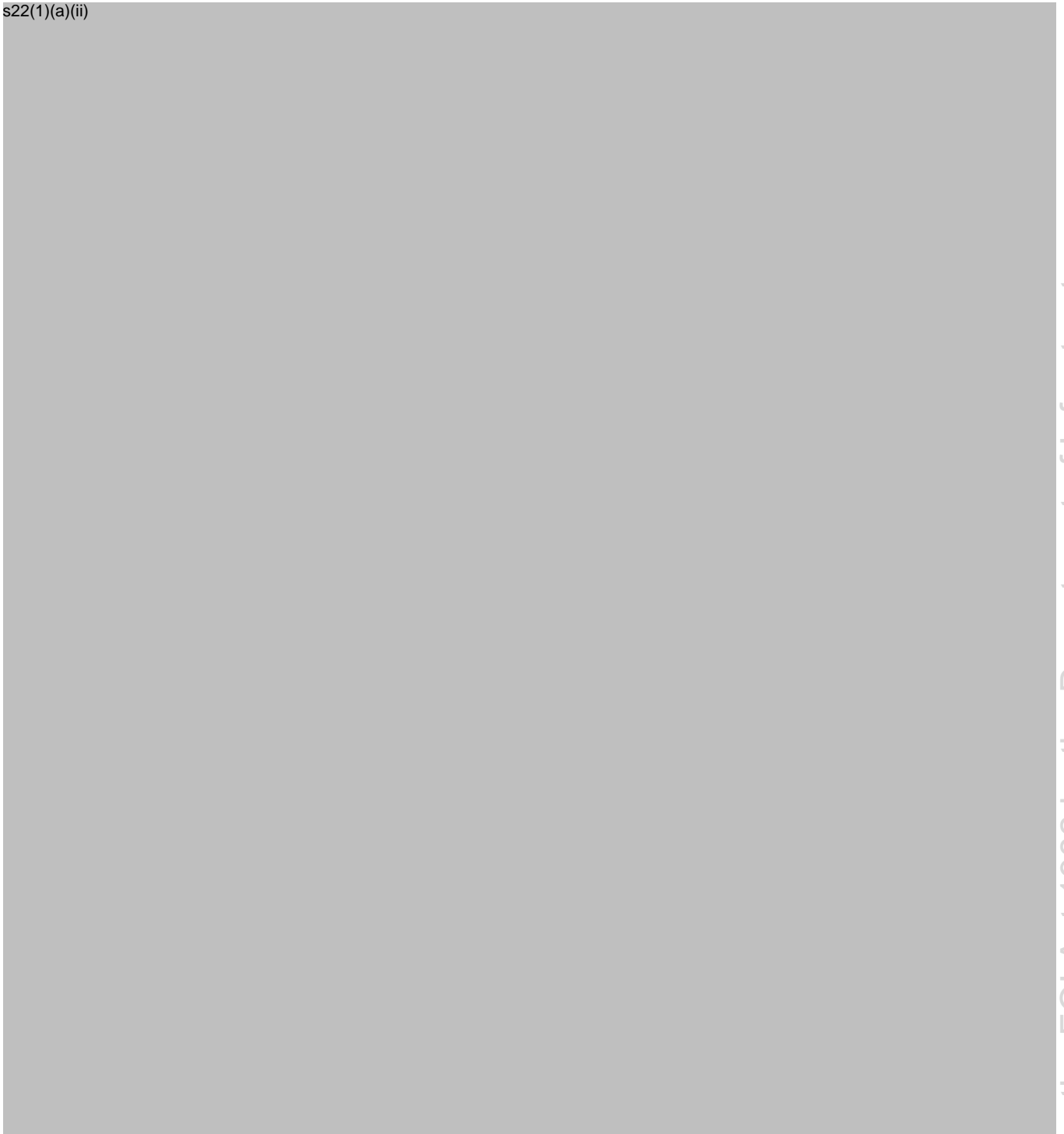


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	<p>Name: Michael Coonan</p> <p>Position: Director of Public Policy</p> <p>Organisation: Free TV Australia</p> <p>Phone Number: Unknown</p> <p>Social Media Handles/Tags: Michael Coonan – LinkedIn</p> <p>Mr Coonan joined Free TV Australia in January 2024 as Director of Public Policy, having previously held policy, regulatory and government affairs roles at SBS and Foxtel. Prior to Foxtel, Mr Coonan worked at the Australian Communications and Media Authority in both broadcasting and telecommunications regulation. Mr Coonan is Vice President of the Australian Chapter of the International Institute of Communications, and a member of the Board of the Restless Dance Theatre.</p>
	<p>Name: Natasha Eves</p> <p>Position: Regulatory Affairs Manager</p> <p>Organisation: Free TV Australia</p> <p>Phone Number: Unknown</p> <p>Social Media Handles/Tags: Natasha Eves – LinkedIn</p> <p>Natasha Eves was appointed Free TV Australia's Regulatory Affairs Manager in December 2021. Natasha joined Free TV from SBS, where she was External Affairs Manager, with responsibilities across policy, government relations, and industry engagement. Natasha has a background in media policy and arts and cultural policy, having previously held roles at the International Federation of Arts Councils and Culture Agencies, and the Australia Council for the Arts.</p>



	<p>Name: Michael Coonan</p> <p>Position: Director of Technology Strategy</p> <p>Organisation: Free TV Australia</p> <p>Phone Number: s47F</p> <p>Social Media Handles/Tags: Giles Tanner – LinkedIn</p> <p>Giles Tanner was appointed Free TV’s Director of Technology Strategy in October 2021. Until 2018 he headed the team responsible for radio frequency spectrum management at the Australian Communications and Media Authority (ACMA) and, from 2009-12, led the ACMA’s work in realising the ‘digital dividend’ from analogue to digital TV conversion. From 1997-2005, he was the General Manager and, in 2004, an Acting Member, of the Australian Broadcasting Authority. He was awarded the Public Service Medal in 2014 for his work on the digital dividend and services to broadcasting and spectrum regulation.</p>
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QB25-000158

## Online Gambling

### ONLINE GAMBLING

**ISSUE:** Government response to the Online Gambling Inquiry and gambling reform

**Grab:**

- The Albanese Government takes seriously our responsibility to protect Australians – particularly children and young people – from the harms of online gambling.
- Since being elected, the Albanese Government has already delivered the most significant online wagering harm reduction initiatives of the past decade including launching BetStop and banning the use of credits cards for online wagering.

**Values Statement:**

- [For MO advisers to complete](#)

**Key Facts:**

- In 2022-23, Australians lost over \$31 billion to gambling, which was the highest per capita loss in the world at \$1,527.
- At the end of June 2025, there have been around 45,000 registrations with BetStop – the National Self-Exclusion Register – since its launch in August 2023.

**Liberal Legacy:**

- [For MO advisers to complete](#)

**Labor's Solution:**

- [For MO advisers to complete](#)

**Key points:**

- The Government is closely considering all 31 recommendations from the final report of the Online Gambling Inquiry.
- In May and June 2025, the Australian Communication and Media Authority (ACMA) released the outcomes of recent investigation and enforcement actions. These actions found seven gambling providers breaching laws related to BetStop, e-marketing and spam.
- Gambling providers either received formal warnings, were required to undertake changes and/or were fined. This demonstrates strong action by the ACMA to ensure providers are acting in accordance with the regulatory framework.
- The Government has commenced a review of BetStop's regulatory framework as required under legislation, and public consultation has recently closed. The review is due to be completed in early 2026.

**Key Facts and Figures:**

- At the end of May 2025, BetStop has recorded (according to the ACMA):
  - 44,841 registrations (30,032 active exclusions)
  - 78% of current registrants are aged 40 or under
  - 39% of current registrants have chosen a lifetime ban.
- In 2022-23, wagering losses accounted for 27% (\$8.4 billion) of all gambling losses (poker machines were 62% and lotteries was 11%) ([Queensland Treasury](#)).

QB25-000158

## Online Gambling

- In 2024, 3.3 million Australians bet on sport, with 10% of those classified as problem gamblers and a further 17% classified as moderate risk ([Roy Morgan, reported by The Guardian](#)).
- An individual's gambling typically impacts up to 6 affected others for problem gamblers, up to 3 others for moderate risk gamblers, and 1 other person for low risk gambling. This equates to approximately 3 million affected Australians ([AIFS](#)).
- The ACMA has blocked over 1,200 illegal gambling websites since 2019 ([ACMA](#)).

### Sensitivities:

- Wagering advertising reform is contentious and stakeholders hold divergent views.

### Background:

#### Online Gambling Inquiry

- On 28 June 2023, the House of Representatives Standing Committee on Social Policy and Legal Affairs published the final report to its [inquiry into online gambling and its impacts on those experiencing gambling harm](#) (Online Gambling Inquiry).
- The report made 31 recommendations around consistent national consumer protection, online gambling regulation, gambling advertising, research and data, illegal offshore gambling, and simulated gambling games.
- Responsibility for the Government's response is shared between the Communications and Social Services portfolios.
- Recommendation 26, which seeks a 4-phase total ban on gambling advertising across all platforms, has emerged as the most high-profile recommendation, with widespread support from the public, harm reduction advocates and some Members of Parliament.
- A ban on online gambling advertising (during sports broadcasts, in-stadia advertising and logos on players' uniforms) would have financial impacts for broadcasters and sports. Sporting codes earn significant revenue through broadcast sports rights deals. Major sporting codes also receive product fees from bets placed on their sport.

#### Harm minimisation measures delivered since 2022

- Since 2022, the Government has implemented a number of gambling harm minimisation measures, including:
  - implementing monthly activity statements, so Australians who gamble online can clearly see their wins and losses each month;
  - requiring all staff who work in online gambling companies to have appropriate training to create a culture of safer gambling;
  - introducing new evidence-based taglines with stronger messages about the risks and harms of online gambling;
  - legislating a ban on the use of credit cards for online wagering, because we shouldn't be able to bet with money we don't have;
  - strengthening classification of gambling-like features in video games, to better protect children;
  - establishing mandatory pre-verification, to prevent children and people who have self-excluded from placing an online bet; and
  - launching BetStop – the National Self-Exclusion Register.

QB25-000158

## Online Gambling

BetStop – the National Self-Exclusion Register

- BetStop launched on 21 August 2023 and allows consumers to exclude themselves (for periods of three months up to a lifetime) from all Australian licensed interactive wagering services.
- BetStop is subject to a statutory review after one year of operation and a statutory evaluation after three years of operation. An independent reviewer, Mr Richard Eccles, has been appointed by the former Minister for Communications to conduct the review, and is supported by a secretariat from the department.
- Public consultation was held from December 2024 to April 2025.
- A final report for the review must be delivered to the Minister by the end of February 2026 (which is within 18 months of the end of the first 12 months of operation), and tabled in Parliament.

Simulated gambling (Classification reform)

- New mandatory minimum classifications came into force on 22 September 2024 to address community concerns about children accessing gambling-like content in computer games.
  - An R 18+ (Restricted) classification applies to games with ‘simulated gambling’ and legally restricts access to these games to persons aged 18 and over, aligning with current age restrictions for real-world gambling.
  - An M (Mature) classification rating applies to games containing ‘loot boxes’ that can be purchased, highlighting the risks associated with these products which should be considered by parents and carers.

**Media:**

- [Tabcorp fined \\$4 million for spamming customers with thousands of unlawful marketing messages](#), ABC, 17/6/25
- [Tabcorp ‘clearly emboldened’ by government inaction on gambling ads, David Pocock says](#), The Guardian, 15/6/25

<b>Date last updated by Department:</b>	10 July 2025	<b>Clear by Adviser:</b>	<b>Name</b> DD Month YYYY
<b>Contact Officer:</b>	Margaret Lopez Assistant Secretary, Broadcasting and Gambling	<b>Contact Officer Phone Numbers:</b>	s22(1)(a)(ii) s22(1)(a)(ii)
<b>Cleared by:</b>	Bridget Gannon First Assistant Secretary, Media Policy	<b>Clearance Officer Phone Numbers:</b>	s22(1)(a)(ii) s22(1)(a)(ii)

## ATTACHMENT C

ADDITIONAL MATTERS THAT MAY BE RAISED BY NINE

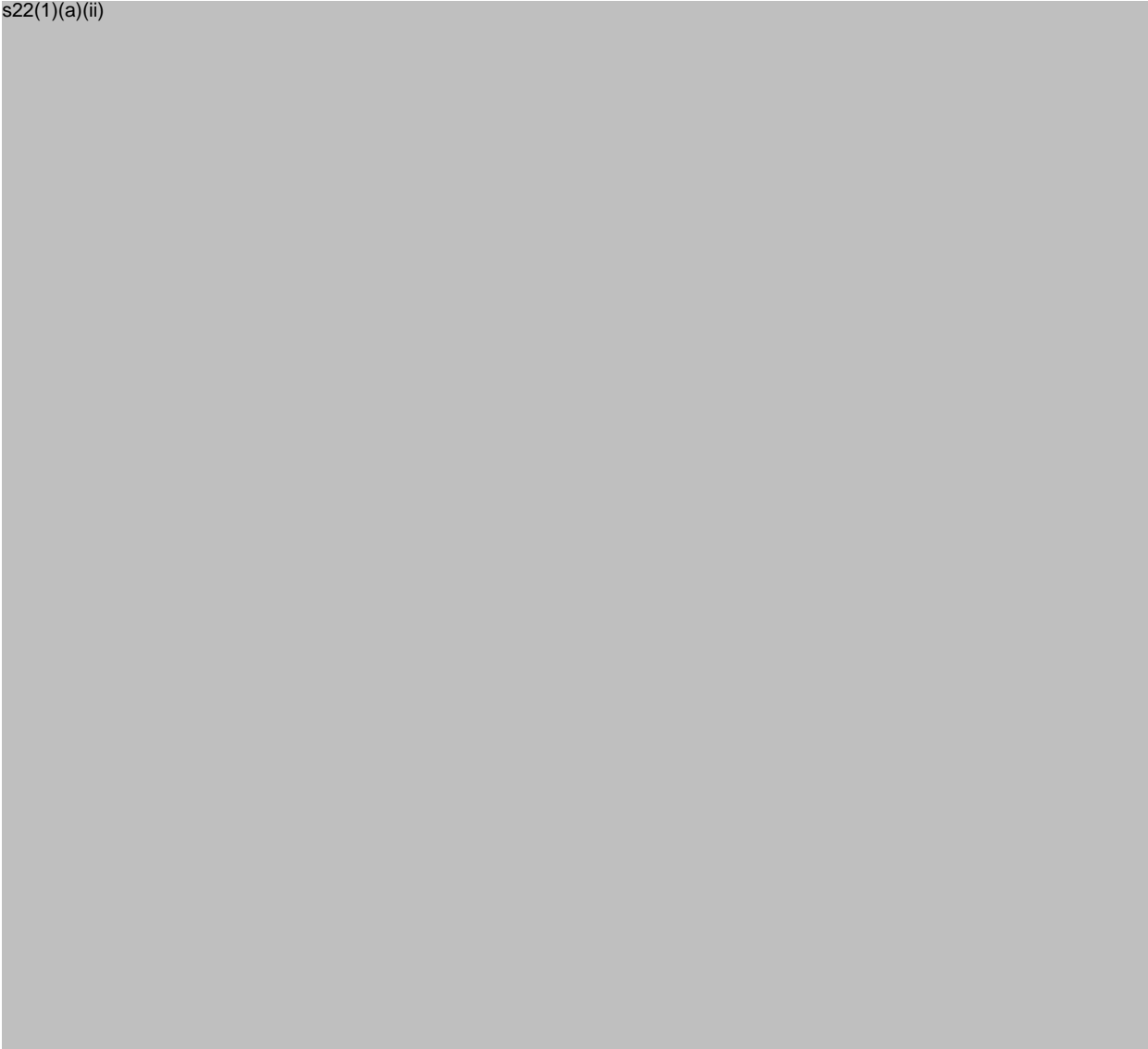
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**Nine Entertainment's concerns**Wagering advertising reforms


- In late 2024, the Government undertook confidential consultations with key stakeholders, including Nine, on a wagering advertising reform model. <sup>s47C</sup>

- <sup>s47(1)(b)</sup>

<sup>s22(1)(a)(ii)</sup>



s22(1)(a)(ii)



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