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## **BROADCAST – ADVERTISING TO CHILDREN**



I know there are real concerns in the community around advertising, especially advertising directed at children. The reasonable expectations of Australians is that marketing, advertising and media platforms respect community standards and act responsibly when it comes to advertising.

The Australian Communications and Media Authority administers a number of broadcasting codes of practice that provide rules designed to limit children's exposure to inappropriate and harmful products, such as gambling.

s22(1)(a)(ii)

I also welcome the Australian Association of National Advertisers' (AANA) updated Children's Advertising Code, which will provide new protections around advertising directed at children on all media platforms.

Cleared by: Margaret Lopez

Division: DIV - Online Safety Media and Platforms

Created: 19 January 2023 Last Updated: 6 November 2023 The Government is committed to advertising that respects community standards and will continue to work with industry and stakeholders to ensure advertising to children reflects community standards.

QUESTION: What is the Government doing about gambling advertising to children? When will the Government respond to the Online Gambling Inquiry's report?

I am, like many Australians, concerned about the extent and impact of gambling ads. I have made it clear that the status quo will not continue.

The Government welcomes the report of the House of Representatives Inquiry into online gambling and its impact on those experiencing gambling harm, which we established early in this term of Government.

The Committee's recommendations will underpin Government's consideration of what further reforms are required to reduce gambling harms.

We believe a harm minimisation approach needs to consider the multiple channels over which advertising is delivered – which include television, radio, streaming services, outdoor advertising, branding and social media.

That is why the Government is considering the full suite of evidence gathered through the House of Representatives Inquiry final report before proposing changes.

This Government is committed to reducing harms associated with online gambling and I, along with the Minister for Social Services, look forward to outlining our next tranche of reforms in due course.



# **Meeting/Event Brief**

MB23-003032

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

To: The Hon Michelle Rowland MP, Minister for Communications

cc: The Hon Tony Burke MP, Minister for the Arts

**MEETING: Meeting with Paramount** 

Timing: Thursday 9 November 2023 at 12:30pm

Venue: Sydney CPO

Meeting with: \$47F

Paramount.

Paramount requested a meeting with you to discuss Australian content obligations for gambling advertising \$\frac{\si22(1)(a)(ii)}{222(1)(a)(ii)}\$.

s22(1)(a)(ii)

s22(1)(a)(ii)

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**Key Points:** 

## Gambling advertising

- 9. The Government is considering recommendations from the 28 June 2023 report of the House of Representatives Standing Committee inquiry into online gambling.
- 10. The department is conducting consultation with a range of stakeholders, including Paramount, to understand the likely impacts of measures to reduce gambling advertising.

s22(1)(a)(ii)

## Sensitive and Critical Information: N/A

Name: James Penprase

Position: Assistant Secretary/Media Reform Division: Online Safety, Media & Platforms

Ph: 02 6136 s22(1) Mob: s22(1)(a)(ii)

Date Cleared: 8/11/2023

Contact Officer: s22(1)(a)(ii)

Division: Online Safety, Media &

Platforms

Ph: 02 6136 s22(1) (a)(ii)

## Attachments:

s22(1)(a)(ii)

Attachment B: Talking Points

s47C

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## ATTACHMENT B

# **TALKING POINTS**

s22(1)(a)(ii)

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## Gambling advertising

- On 28 June 2023, the House of Representatives Standing Committee on Social Policy and Legal Affairs released the final report from its inquiry into online gambling and its impacts on those experiencing gambling harm.
- The Government is considering the report's 31 recommendations and will respond in due course.
- The Government is committed to seeing online gambling take place under a robust legislative framework with strong consumer protections.
- I have been clear in saying that the status quo of gambling advertising in Australia cannot continue. However, I recognise the need to strike a balance between legitimate commercial interests and appropriate community safeguards.
- I understand the department has sought further information from Paramount on the impacts of advertising restrictions. I welcome any information that Paramount can provide to help inform the Government's response to the House of Representatives Standing Committee inquiry into online gambling.
- Affected stakeholders will be consulted further prior to the Government announcing its final position on the Committee's recommendation.





## **Meeting/Event Brief**

MB23-003045

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

To: The Hon Michelle Rowland MP, Minister for Communications

MEETING: Meeting with AFL CEO, Andrew Dillon

Timing: Wednesday, 15 November 2023 at 3:30pm

Venue: Virtual

Meeting with: s47F , Australian Football League (AFL), AFL.

requested a meeting with you to discuss s22(1)(a)(ii)

online wagering.

s22(1)(a)(ii)

s22(1)(a)(ii)

**Key Points:** 

ct 1982 by the Department of t, Communications and the Arts

## Gambling advertising

4. The Government is considering recommendations from the 28 June 2023 report of the House of Representatives Standing Committee inquiry into online gambling and its impacts on those experiencing gambling harm (see **Attachment C** for further information).

s47G(1)(a)

s47G(1)(a)

SZZ(T)(a)(II)

Name: James Penprase

Position: Assistant Secretary, Media Reform Division: Online Safety, Media and Platforms

Ph: 6136 s22(1) Mob: s22(1)(a)(ii)

Date Cleared: 14/11/2023

Contact Officer: s22(1)(a)(ii)

Position: Director, Broadcast & Technology

Policy

Division: Online Safety, Media and Platforms

Ph: 6136 (\$22(1)) Mob: \$22(1)(a)(ii)

#### Attachments:

s22(1)(a)(ii)

Attachment B: Talking Points

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s22(1)(a)(ii)

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## ATTACHMENT B

# **TALKING POINTS**

s22(1)(a)(ii)

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## **Gambling advertising (online wagering)**

- On 28 June 2023, the House of Representatives Standing Committee on Social Policy and Legal Affairs released the final report from its inquiry into online gambling and its impacts on those experiencing gambling harm.
- The Government is considering the report's 31 recommendations and will respond in due course.
- The Government is committed to seeing online gambling take place under a robust legislative framework with strong consumer protections.
- I have been clear in saying that the status quo of gambling advertising in Australia cannot continue. However, I recognise the need to strike a balance between legitimate commercial interests and appropriate community safeguards.
- I understand the department has sought further information from the AFL on the impacts
  of advertising restrictions. I welcome any information that the AFL can provide to help
  inform the Government's response to the House of Representatives Standing Committee
  inquiry into online gambling.



# **Meeting/Event Brief**

MB23-003059

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

	<b>To:</b> The Hon Michelle Rowland MP, M		_		
	MEETING: Meeting with NLR s47F	s22(1)(a)(ii)	Wagering		
	Timing: Thursday, 23 November 2023 at 4:35pm				
	Venue: Sydney CPO				
	Meeting with: \$47F	, National Rugby League (NRL).			
	requested a meeting with you matters related to online wagering.	to discuss s22(1)(a)(ii)			
22(1)(a)(ii)					
47C					
	<b>Key Points:</b>		ne Der ations		
22(1)(a)(ii)			y the inicati		
			on A		
47G(1)(a)	Wagering advertising		mati elop		
<b>C</b> (1)(a)					
	3. The Government is considering reco	ommendations from the 28 June 2023 report o	f the House		
	of Representatives Standing Commi	ittee inquiry into online gambling and its impattachment <b>D</b> for further information).	f the House cts on those		
22(1)(a)(ii)			nder		

Name: James Penprase

Position: Assistant Secretary, Media Reform Division: Online Safety, Media and Platforms Ph: 6136 522(1) Mob: 522(1)(a)(ii)

Date Cleared: 22/11/2023

Contact Officer: s22(1)(a)(ii)

Position: Director, Broadcast & Technology

**Policy** 

Division: Online Safety, Media and Platforms Ph: 6136 522(1) Mob: 522(1)(a)(ii)

#### **Attachments:**

s22(1)(a)(ii)

Attachment B: Talking Points

s22(1)(a)(ii)

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## ATTACHMENT B

# **TALKING POINTS**

s22(1)(a)(ii)

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- On 28 June 2023, the House of Representatives Standing Committee on Social Policy and Legal Affairs released the final report from its inquiry into online gambling and its impacts on those experiencing gambling harm.
- The Government is considering the report's 31 recommendations and will respond in due course.
- I have been clear in saying that the status quo of gambling advertising in Australia cannot continue. However, I recognise the need to strike a balance between legitimate commercial interests and appropriate community safeguards.
- s47G(1)(a)
  - . Are you able to share what percentage of advertising revenue that the NRL receives can be attributed to gambling?
- How does the NRL support grassroots sports? How much revenue from gambling advertising would go towards supporting grassroots sport?



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

# **Gambling Advertising – Key Data**

Prepared by the Media Industry & Sustainability Branch – January 2024

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# Key facts and figures – online gambling harms

- Australians lose approximately \$25 billion on legal forms of gambling each year, representing the largest per capita losses in the world (around \$1,300).
- There are 7.2% of Australians are already experiencing, or are at risk of experiencing, gambling harm.
- The estimated prevalence of online gambling among adults has more than doubled in Australia, from 8.1 per cent in 2010–11 to 17.5% equating to approximately 3.5 million people in 2019.
- In 2019, around 30% of online gambling consumers experienced some degree of harm.

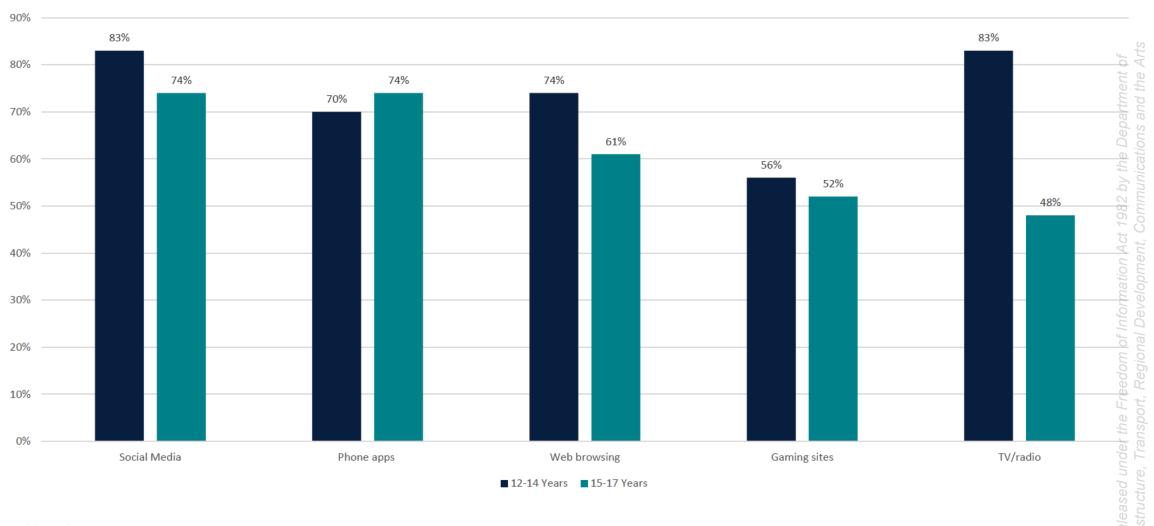
# Key facts and figures - wagering advertising

 AIFS found the current volume of wagering advertisements is leading to the concern of the normalisation of wagering activities. Of those surveyed:

- 69% agreed wagering advertising makes betting seem like a normal part of sport
- 52% thought it normalised gambling among children
- 60% felt it made sport less family friendly
- 46% found it decreased their enjoyment of sport.

s47(1)(a)

# Channels where young people are exposed to gambling advertising



**Gambling Advertising** 



## **Meeting/Event Brief**

MB24-000015

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

To: The Hon Michelle Rowland MP, Minister for Communications

cc: Richard Windeyer, Deputy Secretary, Communications and Media Group

MEETING: Meeting with the Chair of the Australian Communications and Media Authority

(ACMA) followed by visit to the ACMA office

**Timing:** 9.00am-10.00am, Monday, 5 February 2024 **Venue**: Level 3, 40 Cameron Avenue, Belconnen

Meeting with: Ms Nerida O'Loughlin PSM, ACMA Chair

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s22(1)(a)(ii)

**Key Points:** 

s22(1)(a)(ii)

9. Gambling and Broadcasting Codes Review: s47C

Additionally, industry representative bodies are reviewing broadcasting codes, and the Department is collaborating with ACMA on potential legislation for regular code reviews.

Namo: s22(1)(a)(ii)

Position: A/g Assistant Secretary

Division: Communications Services & Consumer

Mob: s22(1)(a)(ii)

Date Cleared: 01/02/2024

**Attachments:** 

Attachment A: Talking Points

s47C

Contact Officer: s22(1)(a)(ii)

Position: Director

Section: Post Enterprise and ACMA Governance

Mob: s22(1)(a)(ii)

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## ATTACHMENT A

## TALKING POINTS

s22(1)(a)(ii)

## Gambling and Broadcasting Codes Review

House of Representative Gambling Inquiry Response

- The Government is finalising its position in response to the Online Gambling Inquiry's report, including a response on advertisement of wagering.
- I note that ACMA will have a role in a number of the recommendations and that you have provided input into the Government response.

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s22(1)(a)(ii)

## **Australian Government**

**Meeting/Event Brief** 

MB23-003100

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

To: The Hon Michelle Rowland MP, Minister for Communications

**MEETING:** Meeting with the Special Broadcasting Service (SBS)

Timing: 8 February 2024

Venue: ACT - Minister's APH Office - M1.41

Meeting with: SBS Chair, Mr George Savvides AM, SBS Managing Director, Mr James Taylor,

and SBS Director of Corporate Affairs, Ms Clare O'Neil.

The SBS requested a meeting with you to discuss the broadcaster's plans and priorities for 2024.

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K	Key Points:	the
s22(1)(a)(ii)		9

2026 FIFA Men's World Cup and wagering advertising

13. In 2026, the SBS will be the exclusive domestic broadcaster for the 2026 FIFA Men's World Cup. The SBS has not yet announced its partners, which included Tabcorp in the 2022 World

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## Sensitive and Critical Information: N/A

Name: Margaret Lopez

Position: Assistant Secretary

Division: Media Industry & Sustainability

Ph: 02 6136 \$22(1) Mob: \$22(1)(a)(ii)

Date Cleared: 5/02/2024

Contact Officer: s22(1)(a)(ii)

Division: National Broadcasters Section

Ph: 02 6136 (22(1))
Mob: \$22(1)(a)(ii)

#### **Attachments:**

s22(1)(a)(ii)

Attachment B: Talking Points

s22(1)(a)(ii)

## ATTACHMENT B

# **TALKING POINTS**

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## 2026 FIFA Men's World Cup

- I understand the SBS has secured the exclusive rights to the 2026 FIFA Men's World Cup.
- I note Tabcorp was one of the SBS's major sponsors in the 2022 World Cup.
- I am interested to hear your plans for any wagering sponsorship for the upcoming World Cup.
- As you know, the Government is currently finalising its response to the Online Gambling
  Inquiry which recommended a full ban on all wagering advertising. I understand this
  would have a significant impact on your revenue if implemented.

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# **Meeting/Event Brief**

MB24-000075

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

To: The Hon Michelle Rowland MP, Minister for Communications

**MEETING: Meeting with Free TV** 

Timing: 6 March 2024

Venue: CPO, Sydney

Meeting with: S47F

Free TV have requested a meeting with you to discuss gambling. s22(1)(a)(ii)

s22(1)(a)(ii)

s47C

Key	<b>Points</b>

s22(1)(a)(ii)

## Gambling

6. 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) recommended that the Government implement a full ban on online wagering advertising. The department has been consulting with a range of stakeholders on the impacts of the Committee's recommended gambling advertising ban.

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s22(1)(a)(ii)

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Name: James Penprase

Position: Assistant Secretary Media Reform Division: Online Safety, Media & Platforms

Ph: 02 6271 522(1) Mob: 522(1)(a)(ii)

Date Cleared: 4/2/2024

**Attachments:** 

s22(1)(a)(ii)

**Attachment B: Talking Points** 

Contact Officer: s22(1)(a)(ii)

Section: Broadcasting & Technology Policy Ph: 02 6136 (a)Vii)
Mob: \$22(1)(a)(ii)

# **TALKING POINTS**

s22(1)(a)(ii)

## **Gambling Advertising**

- The Government is finalising its response to the House of Representatives Gambling Inquiry.
- There are widespread concerns about the extent of gambling advertising, in particular during live sports and children/family viewing hours. It's clear that the status quo for gambling advertising cannot continue.
- I am grateful for your engagement to date and for your members' contributions to my department's information requests.

The Government is considering the outcomes of the consultation s34(3)

and the evidence collected is vital for informing our considerations.

s22(1)(a)(ii)



**Meeting Brief** 

Department of Infrastructure, Transport, Regional Development, Communications and the Arts MB24-000076

To: The Hon Michelle Rowland MP, Minister for Communications

MEETING: Meeting with Seven West Media

Timing: Monday, 11 March 2023, 9.00am-9.30am

Venue: Sydney Commonwealth Parliamentary Offices

Meeting with: Seven West Media s47F

and s47

Seven requested a meeting with you to discuss wagering advertising restrictions and industry sustainability issues.

You previously met with representatives from Seven in July 2023 to discuss the final report of the House of Representatives Inquiry into Online gambling and its impact on those experiencing gambling harm (Online Gambling Inquiry).

#### s22(1)(a)(ii)

## s47C

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## **Key Points:**

## Gambling advertising

- 1. The Online Gambling Inquiry recommended that the Government implement a full ban on online wagering advertising.
- The department has been consulting with a range of stakeholders on the impacts of the Committee's recommended gambling advertising ban.

rased under the Freedom of montainer act 1902 by the Department of ructure, Transport, Regional Development, Communications and the Arts

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### **Sensitive and Critical Information:**

Name: Margaret Lopez Position: Assistant Secretary

Branch: Media Industry and Sustainability Ph: 02 6136 522(1) Mob: 522(1)(a)(ii)

Date Cleared: 5 March 2023

#### **Attachments:**

s22(1)(a)(ii)

s45

Attachment B: Talking Points

Contact Officer: s22(1)(a)(ii)

Section: Broadcasting and Gambling

Regulation

Ph: 02 6271 s22(1) (a)(ii)

#### **ATTACHMENT B**

# **TALKING POINTS**

### **Gambling Advertising**

- The Government is finalising its response to the House of Representatives Online Gambling Inquiry, including its approach to wagering advertising.
- There are widespread concerns about the extent of wagering advertising, in particular during live sports and children/family viewing hours. It's clear that the status quo for gambling advertising cannot continue.
- I am grateful for Seven's engagement to date and its contributions to my department's information requests.

• The Government is considering the outcomes of consultations in developing its response.

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### **Australian Government**

# **Meeting/Event Brief**

MB24-000178

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

To: The Hon Michelle Rowland MP, Minister for Communications

cc: Sam Grunhard, A/g Deputy Secretary, Communications and Media Group

cc: Daniel Caruso, A/g First Assistant Secretary, Communications Services and Consumer

MEETING: Meeting with Australian Communications and Media Authority (ACMA) Chair

Timing: 2.00pm-2.40pm, Thursday, 4 April 2024

Venue: Level 19, Meeting Room 1, 1 Bligh Street, Sydney Meeting with: Ms Nerida O'Loughlin PSM, ACMA Chair

Prior meetings: You most recently met Ms O'Loughlin on 5 February 2024

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s22(1)(a)(ii)

s22(1)(a)(ii)

**Key Points:** 

ne Freedom or Information Act 1982 by the

s22(1)(a)(ii)

9. **Gambling and Broadcasting Codes Review:** The ACMA has been involved in contributing to the Government response (being finalised) to the House of Representative gambling inquiry (led by the Department of Social Services). [534(3)]

ased under the Freedom of Information Act 1982 by the Department of ructure, Transport, Regional Development, Communications and the Art

Name: s22(1)(a)(ii)

Position: A/g Assistant Secretary

Division: Communications Services & Consumer Mob: \$22(1)(a)(ii)

Date Cleared: 28/03/2024

Attachments:

Attachment A: Talking Points s22(1)(a)(ii)

Contact Officer: s22(1)(a)(ii)

Position: Director

Section: Post Enterprise and ACMA Governance

Mob: s22(1)(a)(ii)

### ATTACHMENT A

# TALKING POINTS

s22(1)(a)(ii)

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## Gambling and Broadcasting Codes Review

House of Representative Gambling Inquiry Response

 Some of the recommendations contained in the Online Gambling Inquiry report concern the ACMA. I appreciate the ACMA's input into the Government response which is being finalised.

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### **Australian Government**

**Meeting Brief** 

Department of Infrastructure, Transport, Regional Development, Communications and the Arts MB24-000183

To: The Hon Michelle Rowland MP, Minister for Communications

MEETING: Meeting with Alliance for Gambling Reform

**Timing:** Monday, 8 April 2024 from 8:30 – 9:00am

Venue: Minister Rowland's Office

**Meeting with:** s47F the Alliance for Gambling Reform (AGR), s47F

AGR requested a meeting with you to discuss gambling reform, including the status of the Government response to the House of Representatives Standing Committee on Social Policy and Legal Affairs inquiry into online gambling and its impacts on those experiencing gambling harm (Gambling Inquiry).

s47C

### **Key Points:**

1. You have met with the AGR on two previous occasions (20 February and 11 October 2023), including to discuss the Gambling Inquiry.

s22(1)(a)(ii)

- 8. **Wagering advertising:** Recommendation 26 of the Gambling Inquiry report seeks a comprehensive ban on all forms of advertising for online gambling, to be implemented in 4 phases over 3 years. The AGR strongly supports this recommendation and will likely oppose any action that stops short of a full ban.
- 9. The department has consulted with harm reduction advocates, including the AGR, in relation to a potential ban of advertising for online gambling, in addition to a range of stakeholders across the broadcasting, online platforms, sporting codes, wagering, and racing industries to understand the likely impacts.

s22(1)(a)(ii)

Name: Margaret Lopez Position: Assistant Secretary

Branch: Media Industry and Sustainability

Ph: 02 6136 s22(1) Mob: s22(1)(a)(ii)

Date Cleared: 4 April 2024

Contact Officer: s22(1)(a)(ii)

Division: Broadcasting and Gambling

Regulation

Ph: 02 6136 s22(1) (a)(ii)

### Attachments:

s22(1)(a)(ii)

s22(1)(a)(ii)

Attachment C: Gambling Inquiry Recommendations in Communications Portfolio

Attachment D: Talking Points

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#### ATTACHMENT C

## **Gambling Inquiry Recommendations in Communications Portfolio**

s22(1)(a)(ii) 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: 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 26 **DITRDCA** radio between 8.30-9.00 am and 3.30-4.00 pm (school drop off and pick up). 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. Phase Three: prohibition of all broadcast online gambling advertising between the hours of 6.00 am and 10.00 pm. Phase Four: by the end of year three, prohibition on all online gambling advertising and sponsorship. s22(1)(a)(ii)

#### ATTACHMENT D

# **TALKING POINTS**



## Wagering advertising

- I acknowledge the Alliance's support for the Committee's recommendation to ban all forms of advertising for online gambling.
- The Government recognises the widespread concerns about the extent of gambling advertising. It's clear that the status quo cannot continue.
- Since receiving the Gambling Inquiry report, I have met with a number of harm reduction advocates, public health experts and academics. My department has been consulting with a broad range of stakeholders including broadcasters, sporting codes and digital platforms.

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s22(1)(a)(ii)

• I am very grateful for your advice on these matters and I look forward to engaging with you as work progresses.

s22(1)(a)(ii)

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