

s22(1)(a)(ii)

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OFFICIAL

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**From:** s22(1)(a)(ii)  
**Sent:** Friday, 30 May 2025 1:17 PM  
**To:** s22(1)(a)(ii) @agr.org.au  
**Cc:** s22(1)(a)(ii) ; Minister.wells  
**Subject:** FW: Congratulations/Meeting sought [SEC=OFFICIAL]

OFFICIAL

Good morning,

On behalf of Hon. Anika Wells MP, Minister for Communications and Minister for Sport, Federal Member for Lilley, thank you for your vote of congratulations, and your invitation to meet.

Minister Wells has received a large volume of invitations since her appointment. Your request will be considered in due course, and a response will be forthcoming. We appreciate your patience during the transition into the new portfolio.

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Kind regards,

s22(1)(a)(ii)

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

Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport

s22(1)(a)(ii) [@mo.communications.gov.au](mailto:@mo.communications.gov.au)

Parliament House, Canberra ACT 2600, Australia

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

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*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.*

*I recognise and respect their continuing connection to the land, waters and communities.*

*I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

From: s22(1)(a)(ii) <s22(1)(a)(ii)@agr.org.au>

Sent: Friday, 16 May 2025 3:57 PM

To: Minister Wells <[Minister.Wells@Health.gov.au](mailto:Minister.Wells@Health.gov.au)>

Cc: Martin Thomas <s22(1)(a)(ii)@agr.org.au>; Tim Costello <s22(1)(a)(ii)@agr.org.au>

Subject: Congratulations/Meeting sought

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**Forwarded to this email address – originally sent to electorate office address**

Dear Minister Wells,

Please find attached a letter from Alliance for Gambling Reform CEO, Martin Thomas, and Chief Advocate, Rev Tim Costello congratulating you and seeking a meeting to discuss gambling reform.

Kind regards, s22(1)(a)(ii)

s22(1)(a)(ii)

Director of Policy, Leadership Councils & Government Engagement

s22(1)(a)(ii) [@agr.org.au](mailto:@agr.org.au)

(03) 9999 7372 | s22(1)(a)(ii)

**ALLIANCE FOR  
GAMBLING REFORM**



**Fighting to reduce gambling harm**

[www.agr.org.au](http://www.agr.org.au)

Our Community House

552 Victoria St, Wurundjeri Country

North Melbourne, VIC, 3051

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*I acknowledge that I live and work on the lands of the Wurundjeri People of the Kulin Nation. I pay my respects to Elders past, present and emerging.*

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C/- Our Community House  
 552 Victoria St, Wurundjeri Country  
 North Melbourne, VIC 3051  
 (03) 9999 7372  
[info@agr.org.au](mailto:info@agr.org.au)  
[www.agr.org.au](http://www.agr.org.au)  
 ABN: 14 829 021 950

16 May 2025

The Hon Anika Wells MP  
 Minister for Communications, Minister for Sport  
[Anika.Wells.MP@aph.gov.au](mailto:Anika.Wells.MP@aph.gov.au)

Dear Minister

**Re: Congratulations and seeking meeting**

The Alliance for Gambling Reform would like to sincerely congratulate you on your re-election and your subsequent appointment to the position of Communications Minister, in addition to your ongoing role as Minister for Sport.

As you will know, the Alliance for Gambling Reform has been asking the Government to implement all 31 recommendations of the Murphy Report since its release in June 2023. We have had discussions with the previous Minister for Communications, her office and the Department on the matter, along with the Prime Minister.

We see your appointment to both Sport and Communications as a unique opportunity for you to engage with all major stakeholders and lead discussions on solutions that ensure the Australian Government is taking further positive and concrete steps to prevent gambling harm and honouring the passionate work of Peta Murphy MP.

As Chair of the Inquiry into Gambling Harm, Ms Murphy saw the faces and heard the stories of the many brave individuals that told the Government about their experiences of gambling harm and of feeling that they couldn't escape the predatory nature of the industry.

But it's not just those who've gambled who feel they can't escape the odds and the ads – [polling in March this year](#) showed 76% of Australian's want the total ad ban recommended by the Inquiry.

[Recent economic analysis](#) showed that Australian households are now spending more on gambling than on utilities. The average yearly loss per adult to gambling in Australia is over \$1500 and has increased by 18.2% on pre-covid levels, outstripping the growth in the cost of housing and utilities.

The Alliance is keen to meet with you as soon as practicable, to ensure that you have an in depth understanding of our views and eagerness to continue to engage with you as this issue progresses.

Yours Sincerely

s22(1)(a)(ii)

**Martin Thomas**

CEO

s22(1)(a)(ii)

[@agr.org.au](mailto:@agr.org.au)

s22(1)(a)(ii)

**Rev Tim Costello**

Chief Advocate

s22(1)(a)(ii)

[@agr.org.au](mailto:@agr.org.au)

s22(1)(a)(ii)

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**From:** Howard, Jeff  
**Sent:** Wednesday, 28 May 2025 4:42 PM  
**To:** Minister.wells  
**Cc:** s22(1)(a)(ii)  
**Subject:** Letter to The Hon Anika Wells MP

Dear Minister Wells,

Congratulations on your recent appointment.

As outlined in the attached letter, I look forward to working with you on the important issues concerning our industry.

I hope to meet with you at a suitable time in the near future.

Regards,  
Jeff

**Jeff Howard**

Managing Director & Chief Executive Officer

T +61 2 s22(1)(a)(ii)

	<p>Seven West Media Limited              8 Central Avenue, Eveleigh NSW 2015 Australia              PO Box 7077, Alexandria NSW 2015 Australia</p>
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28 May 2025

The Hon Anika Wells MP  
Minister for Communications and Minister for Sport  
Member for Lilley  
PO Box 6022  
House of Representatives  
Parliament House  
Canberra ACT 2600

Dear Minister

I write to offer you my congratulations on your recent success in the Federal Election and to congratulate you on your appointment as Minister for Communications and Minister for Sport.

Seven West Media very much looks forward to working with you and your office.

Free-to-air television remains a vital service for all Australians, giving them the opportunity to watch their favourite sporting events, their local and national news, and a diverse array of locally produced entertainment programs. Seven is committed to investing in, and delivering these important services to our audiences, no matter where they live.

As you would appreciate from your time over the last three years as Minister for Sport, access to live sporting events is vitally important– from grassroots community sport through to major sporting events. Sport brings Australians together, and it is not something that should be locked behind a paywall. To that end, we look forward to meeting with you to discuss accelerating the much-needed update to the anti-siphoning laws to ensure that Australian sport remains accessible and free for everyone, irrespective of whether they choose to access their sport through broadcast television or by using our free streaming service, 7Plus.

We also look forward to working with you over the next term of Parliament to remove the outdated Commercial Broadcasting Tax, implement the News Bargaining Incentive so digital platforms pay fairly for use of our 7News content, support the viability of our important regional and remote services, and implement the prominence laws.

My office will be in contact with your office shortly to organise a meeting to discuss the many important issues that are facing our industry.

Once again congratulations and I look forward to meeting you soon.

Yours sincerely

s22(1)(a)(ii)

Jeff Howard  
Managing Director & Chief Executive Officer

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**From:** s22(1)(a)(ii)  
**Sent:** Tuesday, 3 June 2025 3:50 PM  
**To:** Minister.wells  
**Cc:** s22(1)(a)(ii)  
**Subject:** FW: Correspondence from Nine Entertainment Co. CEO [SEC=OFFICIAL]

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For corro response please.

s22(1)(a)(ii)

s22(1)(ii)

Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport

s22(1)(a)(ii) [@mo.communications.gov.au](mailto:@mo.communications.gov.au)

M s22(1)(a)(ii)

Parliament House, Canberra ACT 2600, Australia

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OFFICIAL

From: s22(1)(a)(ii)

Sent: Tuesday, 3 June 2025 3:48 PM

To: s22(1)(a)(ii)

Subject: FW: Correspondence from Nine Entertainment Co. CEO [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

From: s22(1)(a)(ii) [@nine.com.au](mailto:@nine.com.au) <s22(1)(a)(ii) [@nine.com.au](mailto:@nine.com.au)> On Behalf Of James Boyce

Sent: Tuesday, 3 June 2025 3:45 PM

To: [Anika.Wells.MP@aph.gov.au](mailto:Anika.Wells.MP@aph.gov.au)Cc: s22(1)(a)(ii) <s22(1)(a)(ii) [@mo.communications.gov.au](mailto:@mo.communications.gov.au)>; s22(1)(a)(ii)<s22(1)(a)(ii) [@mo.communications.gov.au](mailto:@mo.communications.gov.au)>

Subject: Correspondence from Nine Entertainment Co. CEO

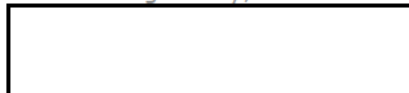
Dear Minister Wells,

Please find enclosed letters to you from Nine Entertainment Co. CEO, Matt Stanton.

Kind regards,

**James Boyce**

Director Regulatory, Public Affairs &amp; Communications



M s22(1)(a)(ii)

A 1 Denison St, North Sydney, NSW, 2060

E [james.boyce@nine.com.au](mailto:james.boyce@nine.com.au)

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3rd June, 2025

Dear Minister Wells,

On behalf of Nine Entertainment Co., please accept my sincere congratulations on both the Government's emphatic election victory and your expanded role as Minister for Communications and Sport.

I deeply value your consistent engagement and support for Nine during the Government's first term, and I look forward to working closely with you in your dual portfolios over the next three years.

For your reference, I have attached a more detailed letter s47G(1)(a) detailing the broader policy issues and outlining the breadth and depth of Nine's connection with the Australian people. You will find that many of these policies directly align with your new responsibilities.

Specifically, we urge that your attention turn to the critical need for anti-siphoning rules to encompass both free broadcasting and free streaming rights. The rules need to reflect and protect the choices more of our audiences are now making to stream our sports coverage on 9Now. Protecting the ability of Australians to freely watch major sporting events like the State of Origin or the Australian Open, regardless of their aerial access, is paramount.

In the immediate weeks ahead, we are keen to collaborate with you and the Assistant Treasurer to swiftly finalise the News Bargaining Incentive.

At Nine, we hold a fundamental belief in the important role Australian-owned media plays in our democratic nation. s47G(1)(a)

s47G(1)(a) Nine's election night coverage drew almost 20 million views across our full range of assets.

Once again, congratulations on your election success and Ministerial appointments. My office will be in touch shortly to arrange a convenient time for us to meet.

Yours Sincerely

s22(1)(a)(ii)

Matt Stanton  
CEO  
Nine Entertainment Co.



Contact for your office:

James Boyce

Director, Regulatory, Public Affairs & Communications

s22(1)(a)(ii)

s22(1)(a)(ii)

[@nine.com.au](mailto:s22(1)(a)(ii)@nine.com.au)



3rd June, 2025

Dear Minister Wells,

On behalf of Nine Entertainment Co. (Nine), I extend our sincere congratulations on your successful election to the Australian Parliament. Representing your electorate and contributing to our nation's future is a significant honour.

I'm sure you'd agree that a thriving democracy relies on a strong, independent Australian media sector, and no other media company invests more in Australian journalism, premium Australian content, and major cultural and sporting moments than Nine. It is core to our purpose that 'Australia Belongs Here' – underpinned by the fact that **more than 20 million Australians trust and engage with our platforms every single month.**

We are Australia's **number one free streaming platform (9Now) and the top-rated free-to-air broadcaster (9Network).** Our subscription streaming service, **Stan**, reaches **2.3 million local subscribers.** Our talk radio network is home to the **number one stations in key markets, including 3AW Melbourne and 2GB Sydney**, alongside the popular 4BC Brisbane and 6PR Perth. Our publishing mastheads, ***The Australian Financial Review*, *The Age*, and *The Sydney Morning Herald***, are the most read in the country, renowned for breaking news and award-winning journalism that engages **over 1.8 million registered users.**

Nine's audience reach in the recent election only further underlines the importance of our investment in local news for so many Australians. During the campaign, **3.3 million people read our expert political coverage and analysis across our mastheads**, while pivotal moments like the **Great Debate saw 2.4 million Australians tune in** to learn more about the leaders, the parties and their policies. Overall, **Nine's election night coverage reached a total TV audience of 4.7 million and drew almost 20 million views** across our full range of assets.

Australians turn to Nine for the iconic sporting events, from the **Olympic Games Paris 2024**, to the **Australian Open, NRL, State of Origin, Melbourne Cup Carnival** and the recently announced **Men and Women's Rugby World Cups.**

No media company invests so extensively in local content compared to Nine. It underscores our dedication to Australian storytelling and culture in all of its forms. ***The Block*** and ***Married at First Sight*** have become national pastimes, while our premium Australian dramas such as ***Black Snow*, *Scrublands* and *Bump*** are critically acclaimed.

The Australian Parliament has long recognised the value of a strong local media sector and the need to nurture and protect it, but never has there been more at stake than now.

The disruption of the local media sector by global tech, streaming, and social media giants demands urgent attention. Unlike for Nine, their core interests are not Australian. Their lack of accountability and disregard for fair competition and commercial practices have negative





consequences for our society, our culture and our economy that this Parliament and Government must address decisively.

In the short term, these must include action on:

1. **News Media Bargaining Incentive:** Timely finalisation of the News Bargaining Incentive for fair compensation for Australian journalism.
2. **Ex ante framework:** Implementation of the proposed ex ante framework to address anti-competitive adtech platforms.
3. **Anti-siphoning reform:** Genuine anti-siphoning reform ensuring free access to the listed major sports for all Australians, including the growing cohort of audiences that don't or can't watch their free TV via an aerial but instead watch via a live stream.
4. **Commercial Broadcasting Tax (CBT):** We welcome Minister Rowland's suspension of the Commercial Broadcasting Tax (CBT) – the world's highest for broadcasters – however, this temporary measure must lead to its permanent removal. This regressive tax diverts millions that could be better invested in Australian content, journalism, and our platforms.

Nine is committed to supporting the government in achieving these vital public policy outcomes, ensuring the continued strength of Australian media and its contribution to our democracy.

We welcome the opportunity to discuss these matters with you further and if we can assist in any way then please contact us directly using the details below.

Once again, please accept our warmest congratulations on your election. We wish you every success for a productive and impactful parliamentary term ahead.

Sincerely,

s22(1)(a)(ii)

Matt Stanton  
Chief Executive Officer  
Nine Entertainment Co.

James Boyce  
Director of Regulatory, Public Affairs and Communications  
Email: s22(1)(a)(ii) [@nine.com.au](mailto:s22(1)(a)(ii)@nine.com.au)  
Mobile: s22(1)(a)(ii)

**From:** s22(1)(a)(ii) <s22(1)(a)(ii)@nrl.com.au>  
**Sent:** Monday, 30 June 2025 11:08 AM  
**Cc:** s22(1)(a)(ii) <s22(1)(a)(ii)@nrl.com.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@nrl.com.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@nrl.com.au>  
**Subject:** 2025 Telstra Women's Premiership Launch

Some people who received this message don't often get email from s22(1)(a)(ii)@nrl.com.au. [Learn why this is important](#)

**Dear Parliamentary Friends of Rugby League,**

Today, we proudly launched the eighth season of the Telstra Women's Premiership — and it promises to be our biggest and boldest yet.

This season marks a major milestone, with the competition expanding to 12 teams — a clear reflection of the continued growth and development of women's rugby league. We're thrilled to welcome the Bulldogs and to see the Warriors return to the field for the first time since 2020. With more teams than ever, fans from more clubs can now support not just one, but two of their teams each week.

Women's participation is the fastest-growing area of our game, with nearly 50,000 females registered — a 15% year-on-year increase. That surge in grassroots engagement is powering elite pathways and driving momentum across every level of the sport.

Interest in elite women's Rugby League has never been stronger, following another record-breaking Ampol Women's State of Origin series. That energy now rolls into the Premiership, which kicks off this Thursday night with the Sharks hosting the Eels at Sharks Stadium.

A standout feature of the 2025 season will be the inaugural NRLW Magic Round, set for Round 5 (August 2–3) at Newcastle's McDonald Jones Stadium. This historic weekend offers a unique opportunity to see every NRLW team in action in one place — a true celebration of women's rugby league in one of the game's most passionate heartlands. We extend our sincere thanks to the NSW Government for their continued partnership and support in bringing this exciting initiative to life.

The season will also see 33 NRL-NRLW double headers — more than double last year's 16 — delivering twice the action and connection for fans. Notably, 18 of these will feature the same home and away teams across both matches.

We sincerely thank our Members of Parliament for your ongoing support, which plays a vital role in the continued development of women's rugby league. Your commitment is helping create real and lasting opportunities for female athletes across the country.

Enjoy Season Eight of the Telstra Women's Premiership. Bring on Round 1!

s22(1)(a)(ii)

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**From:** Wells, Anika (MP)  
**Sent:** Tuesday, 1 July 2025 12:26 PM  
**To:** Minister.wells  
**Subject:** FW: Riverland / Griffith / Mt Gambier

s22(1)(a)(ii)

Office of The Hon. Anika Wells MP  
 Federal Member for Lilley  
 Federal Minister for Communications  
 Federal Minister for Sport

**P (Electorate Office):** +61 7 3266 8244  
**E:** Anika.Wells.MP@aph.gov.au  
**EO:** 1176 Sandgate Road, Nundah QLD  
**PO Box** 182 Nundah QLD 4012 4012



**Anika Wells**  
 MP FOR LILLEY

f /anikawellsmp

**I FIGHT TO MAKE IT RIGHT**

**From:** Howard, Jeff  
**Sent:** Tuesday, 1 July 2025 8:41 AM  
**To:** Wells, Anika (MP) ; minister.wells@mo.communicatons.gov.au  
**Cc:** s22(1)(a)(ii) @mo.communications.gov.au; s22(1)(a)(ii) @mo.communications.gov.au; s22(1)(a)(ii)  
**Subject:** Riverland / Griffith / Mt Gambier

Good morning Minister

As I think our office has flagged in recent weeks, Seven has been unable to reach a mutually acceptable commercial agreement with WIN to broadcast our signal in the solus markets of Riverland, Griffith and Mt Gambier. Just before midnight last night WIN replaced our signal (which we are still providing to them) with the attached graphic.

As you may be aware, the normal model for provision of content to the regional television operators is for the metro broadcaster to provide a clean content feed to the regional broadcaster. In return the regional operator will populate the commercial inventory with national and/or local advertising and then pay the content provider a share of that revenue. s47G(1)(a)

We seek the government's assistance to resolve this issue. s47G(1)(a)

Our commitment to regional Australia is evident via our commitment to acquire the SCA assets and increase our news output in these markets consistent with the BSA.

In the meantime, our content is available to all residents in these licence areas via our free streaming platform, 7plus. We were running messaging on air for the last two weeks and are commencing a marketing campaign to remind these communities of its availability.

s47G(1)(a)

Please let me know if there is anything we can do to assist in helping to resolve this as quickly as possible. We are already receiving inbound inquiry from affected audiences and expect this will ramp up significantly when we get to the weekend (with Brisbane playing Port Adelaide in the AFL on Saturday!).

Kind regards

**Jeff Howard**

Managing Director & CEO

**M** s22(1)(a)(ii)

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CHANNEL 7 PROGRAMMING  
**NO LONGER AVAILABLE**

SAMSUNG





The Hon Anika Wells MP  
 Minister for Communications and Minister for Sport  
 Parliament House  
 CANBERRA ACT 2600

Dear Minister

### **Congratulations from RWA**

Responsible Wagering Australia (RWA) wishes to extend our heartfelt congratulations to you and the Party on the election result and on once again forming government.

RWA is the peak body representing the Australian licensed online wagering industry. Our members include Australia's major online wagering service providers: bet365, Betfair, Picklebet, PointsBet, Sportsbet, and Unibet. In addition to contributing almost \$6 billion to the Australian economy annually, including almost \$2 billion in taxes and levies, our members support more than 32,000 jobs and have consistently demonstrated a commitment to promoting responsible gambling through proactive initiatives such as self-exclusion tools, deposit limits and real-time monitoring and intervention.

We were very glad to hear of your appointment to the Communications portfolio, noting that your depth of understanding of the Australian sporting landscape and its stakeholders make you especially well placed to navigate socially conscious reform in a complex commercial world.

RWA advocates for sensible and evidence-based regulation of the sector that balances robust consumer protection without driving consumers into the highly predatory illegal offshore market, already worth \$1.6 billion per annum (15 per cent of the total market) and growing.

Our members are committed to working with Government to judiciously respond to community sentiment around wagering advertising on broadcast television, with a focus on ensuring children are not inadvertently exposed to content intended for adult audiences, and on significantly reducing the overall volume of advertising.


I have appreciated – throughout the last term of government - the professional approach taken to industry consultation by Ministerial staffers and the bureaucracy regarding the proposed reforms, and look forward to continuing this work with you, Barnaby and the rest of the team.

With our six members who each advertise in slightly different ways, and who hold significant insight into what shifts consumer behaviour, we can model proposals for impact and co-design outcome-oriented solutions.



I would welcome the opportunity to meet with you at an appropriate time to discuss the way forward and our shared commitment to strengthening consumer protections for the 70% of Australians who enjoy a punt in a safe, well-regulated environment with Australian-licensed providers.

s22(1)(a)(ii)



**Kai Cantwell**  
Chief Executive Officer

**July 2025**