

s22(1)(a)(ii)

s22(1)(a)(ii)

~~PROTECTED // CABINET~~

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

Sent: Friday, 17 November 2023 1:36 PM

To: Helpdesk-OIA <Helpdesk-OIA@pmc.gov.au>

Cc: s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>

Subject: s47C

~~[SEC-PROTECTED, CAVEAT-CH-CABINET]~~

~~PROTECTED, CH-CABINET~~

Hi OIA,

The Minister for Communications s47C

s34(2)

. In summary, the Committee recommended a full ban on all platforms, to be implemented across 4 phases over a 3-year period.

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s47C

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s47C [Redacted]

We are working on a Preliminary Assessment Form for this proposal and will aim to provide to you as soon as possible next week.

s47C [Redacted] s34(2) [Redacted]

Appreciate your advice as soon as practicable.

Regards

s22(1)(a) [Redacted]
/iii)

s22(1)(a)(ii) [Redacted]

Director • Broadcasting and Gambling Regulation Section / Media Industry and Sustainability Branch • Online Safety, Media and Platforms Division

s22(1)(a)(ii) [Redacted] [@infrastructure.gov.au](mailto:[Redacted]@infrastructure.gov.au)

P +61 2 s22(1)(a) [Redacted] • M +61 s22(1)(a)(ii) [Redacted]

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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infrastructure.gov.au   

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s22(1)(a)(ii)

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From: Helpdesk-OIA <Helpdesk-OIA@pmc.gov.au>
Sent: Friday, 17 November 2023 2:04 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>
Cc: s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: OIA23-06052 - Impact Analysis Obligations for Consideration of Wagering Advertising

s22(1)(a)(ii)

Thank you for your email to the Office of Impact Analysis (OIA) help desk. Please take this reply as acknowledgement we have received your enquiry.

Your reference number for this request is OIA23-06052, which has been allocated to an OIA officer who will respond as soon as possible.

The OIA aims to respond to your query within five business days. If your enquiry is urgent or for further information, please email helpdesk-oia@pmc.gov.au - including your reference number in the subject line - or call (02) s22(1)(a)(ii)

Regards
s22(1)(a)(ii)

OIA Helpdesk
Office of Impact Analysis
Department of the Prime Minister and Cabinet
p. (02) s22(1)(a)(ii) | e. helpdesk-OIA@pmc.gov.au
Ngunnawal Country, One National Circuit Barton ACT 2600 | PO Box 6500 CANBERRA ACT 2600
w. www.pmc.gov.au | w. oia.pmc.gov.au

The Department acknowledges and pays respect to the past, present and emerging Elders and Traditional Custodians of Country, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you

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must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

~~PROTECTED, SH: CABINET~~

From: s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>
Sent: Thursday, 25 January 2024 12:10 PM
To: Grunhard, Samuel <Samuel.Grunhard@COMMUNICATIONS.gov.au>
Cc: Gannon, Bridget <Bridget.Gannon@infrastructure.gov.au>; Lopez, Margaret <Margaret.Lopez@communications.gov.au>; Broadcasting and Gambling Regulation Section <bsaregulationsection@infrastructure.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: For Review and Clearance - s47C
 Letter for Signature ~~[SEE PROTECTED, SH: CABINET]~~

~~PROTECTED, SH: CABINET~~

Hi Sam,

s47C
[Redacted]

As discussed with Margaret, s47C
[Redacted]

Many thanks,
s22(1)(a)(ii)

s22(1)(a)(ii) [Redacted]
 Assistant Director • Broadcasting and Gambling Regulation Section • Online Safety, Media and Platforms Division
 s22(1)(a)(ii) @infrastructure.gov.au
 P +61 2 s22(1)(a) [Redacted]
 GPO Box 594 Canberra, ACT 2601

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s22(1)(a)(ii)

s22(1)(a)(ii)

From: s22(1)(a)(ii) s22(1)(a)(ii) @INFRASTRUCTURE.gov.au>
Sent: Thursday, January 25, 2024 16:42
To: Hills, Terry <Terry.Hills@pmc.gov.au>
Cc: Helpdesk-OIA <Helpdesk-OIA@pmc.gov.au>; Graham, Mick <Mick.Graham@pmc.gov.au>; Jha, Kriti <Kriti.Jha@pmc.gov.au>; Grunhard, Samuel <Samuel.Grunhard@COMMUNICATIONS.gov.au>; Gannon, Bridget <Bridget.Gannon@infrastructure.gov.au>; Lopez, Margaret <Margaret.Lopez@communications.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>; Gambling, Online <Online.Gambling@communications.gov.au>
Subject: OIA23-06052 - s47C [SEC-PROTECTED]

Hi Terry,

Further to the below, s47C

s47C

s47C

s34(2)

s34(2)

Many thanks,

s22(1)(a)(ii)

s22(1)(a)(ii)

Assistant Director • Broadcasting and Gambling Regulation Section • Online Safety, Media and Platforms Division

~~PROTECTED~~

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Australian Government

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

Mr Jason Lange
Executive Director
Office of Impact Analysis
Department of the Prime Minister and Cabinet
1 National Circuit
BARTON ACT 2600

Email: Helpdesk-OIA@pmc.gov.au

Dear Mr Lange

Impact Analysis – Wagering Advertising Reforms – Second Pass Final Assessment

I am writing in relation to the attached Impact Analysis (IA) prepared for the proposed Wagering Advertising Reforms (WAR). I am satisfied that the IA meets the requirements set out in the *Australian Government Guide to Policy Impact Analysis* and is consistent with the six principles for Australian Government policy makers (see below).

The IA addresses the policy problem that gambling related harm is widespread and represents a significant public health concern. Advertising is highly effective in raising awareness for brands and products, and has demonstrated success in converting non-users to users of these brands and products. Research has found that exposure to wagering advertising had the greatest impact on betting behaviour among young people (aged 18-34) and people at-risk of gambling harm. There are concerns that wagering advertising is a contributing factor in the normalisation of gambling in children. Action is required to address the harms associated with wagering advertising.

1. Objectives, rationale for government intervention and measurement of success

Australians are calling for Government action to address wagering advertising – 71 per cent of Australians agreed gambling advertisements on television should be banned, while 69 per cent of Australians believed that wagering advertising is too common and 64 per cent believe government should play the biggest role in deciding how wagering is advertised. Further, 69 per cent of Australians agree wagering advertising makes betting seem like a normal part of sport and 53 per cent think it normalises gambling among children. Based on these concerns, the Government considers it should act to effect wagering advertising reform to decouple the association between wagering and sport, and reducing the volume of advertisements during peak children and family periods.

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2. Policy options

The Minister for Communications has clearly stated that the status quo of wagering advertising in Australia cannot continue and as such, the existing regulatory arrangements have not been considered as an option for analysis in the IA. The Government has, therefore, considered the following three options:

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3. Net benefit of each option

s47C



4. Consultation and feedback incorporation

The department has conducted extensive consultation with a range of stakeholders across the broadcasting and online platforms sectors, sport, wagering and racing industries, and gambling harm reduction advocates and academics to assess the potential impacts of the recommendation of the Online Gambling Inquiry and the above three options which were comprehensively assessed in the IA. There will be ongoing consultation with affected stakeholders to determine final implementation and transition arrangements for the chosen option.


5. Preferred option and implementation

s47C



6. Evaluation metrics for success

The Government will analyse qualitative and quantitative data collected following the introduction of the reforms to evaluate the extent to which the wagering advertising reforms achieve the objectives of breaking the link between wagering and sport, and reducing the volume of wagering advertisements during peak children and family viewing periods. s47C



I note that the IA does not include a description of the status of the IA at each major decision point in the proposal's development.

s47C

I submit the IA to the Office of Impact Analysis for formal Second Pass Assessment.

The contact officer in the department is Margaret Lopez (Assistant Secretary, Media Industry and Sustainability Branch). Margaret can be contacted on 02 ^{s22(1)(a)(ii)} or via email at Margaret.Lopez@communications.gov.au. Please also copy Online.Gambling@communications.gov.au to any email correspondence to ensure the team can respond in a timely manner.

Yours sincerely



Sam Grunhard
A/g Deputy Secretary
Communications and Media Group
25 January 2024

A/g First Assistant Secretary • Online Safety, Media and Platforms Division

bridget.gannon@infrastructure.gov.au

P +61 2 s22(1)(a)(ii) M +61 s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

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~~PROTECTED, CH. CABINET~~

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s22(1)(a)(ii)



From: s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>
Sent: Wednesday, September 04, 2024 17:02
To: Hills, Terry <Terry.Hills@pmc.gov.au>
Cc: Helpdesk-OIA <Helpdesk-OIA@pmc.gov.au>; CHISHOLM, James <James.CHISHOLM@infrastructure.gov.au>; Gannon, Bridget <Bridget.Gannon@infrastructure.gov.au>; Lopez, Margaret <Margaret.Lopez@communications.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>; Gambling, Online <Online.Gambling@communications.gov.au>
Subject: OIA23-06052 - s47C
 [SEC=OFFICIAL]

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Hi Terry,

Please see attached s47C [redacted].

s47C [redacted]

Please note the Impact Analysis includes a range of data that requires approval to publish. We are working with the relevant stakeholders to obtain this approval as soon as possible.

Many thanks,
s22(1)(a)(ii)

s22(1)(a)(ii)
 Assistant Director • Broadcasting and Gambling Regulation Section • Online Safety, Media and Platforms Division
 s22(1)(a)(ii) @infrastructure.gov.au
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Australian Government

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

Ms Joanna Abhayaratna
Executive Director
Office of Impact Analysis
Department of the Prime Minister and Cabinet

Email: Helpdesk-OIA@pmc.gov.au

Dear Ms Abhayaratna

Impact Analysis – Wagering Advertising Reform – Second Pass Final Assessment

I am writing in relation to the attached Impact Analysis (IA) prepared for the proposed Wagering Advertising Reforms (WAR). I am satisfied that the IA meets the requirements set out in the *Australian Government Guide to Policy Impact Analysis* and is consistent with the six principles for Australian Government policy makers (see below).

s47C

1. Objectives, rationale for government intervention and measurement of success

As outlined in the IA, Australians lose approximately \$24 billion on legal forms of gambling each year, representing the largest per capita losses in the world (around \$1,200) according to the Queensland Treasury's Australian Gambling Statistics 38th edition. Wagering is increasingly responsible for gambling losses, increasing from 15.4% of total gambling losses in 2010-11, to 24.2% in 2020-21.

Advertising is highly effective in raising awareness for brands and products, and has demonstrated success in converting non-users to users of these brands and products. Wagering advertisements are no different.

Research has found that exposure to wagering advertising had the greatest impact on betting behaviour among young people (aged 18-34) and people at-risk of gambling harm. Wagering advertising is a contributing factor in the normalisation of gambling for children. Furthermore, the proliferation of wagering advertising around live sport has seen a concerning link develop between wagering and sport in Australia.

Australians are calling for Government action to address wagering advertising. A survey conducted by the Australian Gambling Research Centre in 2022 found that 71% of Australians agreed gambling advertisements on television should be banned, while 69% of Australians believed that wagering advertising is too common and 64% believed government should play the biggest role in deciding how wagering is advertised.

Based on these concerns, the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (department) considers the Government should implement wagering advertising reform to protect children from the harms of wagering advertising, break the association between sports and gambling, and address the saturation of wagering advertising.

In doing so, there is a need to consider the financial impact that advertising restrictions would have on the broadcasting and sports sector to ensure a meaningful reduction of wagering advertisements without impacting the provision of public interest news journalism and grassroots sports.

2. Policy options

The Minister for Communications has clearly stated that the status quo of wagering advertising in Australia cannot continue and as such, the existing regulatory arrangements have not been considered as an option for analysis in the IA. The department has, therefore, considered the following options:

s47C
[Redacted content]

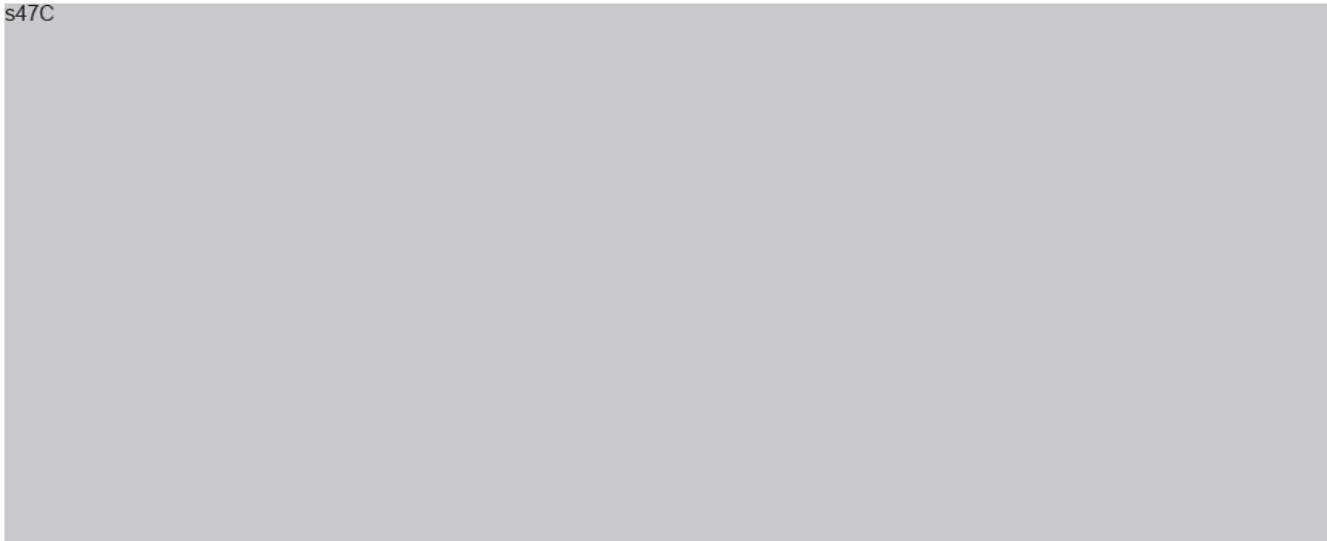
3. Net benefit of each option

To support our assessment of the options, the department has been guided by the following 3 core policy principles:

- 1. Protecting children from the harms of wagering advertising
- 2. Breaking the association between sports and wagering
- 3. Addressing the saturation of wagering advertising

s47C
[Redacted content]

s47C



4. Consultation and feedback incorporation

The department has conducted extensive consultation with a range of stakeholders across the broadcasting and online platforms sectors, sport, wagering and racing industries, and gambling harm reduction advocates and academics to assess the potential impacts of the recommendation of the Online Gambling Inquiry and the above five options which were comprehensively assessed in the IA. There will be ongoing consultation with affected stakeholders to determine final implementation and transition arrangements for the chosen option.

5. Preferred option and implementation

Advertising regulation in Australia is intended to strike a balance between legitimate commercial interests and appropriate community safeguards.

The department considers a comprehensive package of wagering advertising reforms is required to meet the stated policy objectives without unduly impacting the sustainability of the affected sectors. This package comprises:

s47C



6. Evaluation metrics for success

The department will analyse qualitative and quantitative data collected following the introduction of the reforms to evaluate the extent to which the wagering advertising reforms break the link between wagering and sport, and reduce the volume of wagering advertisements during peak children and family viewing periods.^{s47C}

I note that the IA does not include a description of the status of the IA at each major decision point in the proposal's development. I confirm the IA identifies the regulatory costs of each option. However, the IA does not identify offsets for these costs.

I submit the IA to the Office of Impact Analysis for formal Second Pass Assessment.

The contact officer in the department is Margaret Lopez (Assistant Secretary, Media Industry and Sustainability Branch), who can be contacted on 02 ^{s22(1)(a)(ii)} or via email at Margaret.Lopez@communications.gov.au. Please also copy Online.Gambling@communications.gov.au to any email correspondence to ensure the team can respond in a timely manner.

Yours sincerely



James Chisholm
Deputy Secretary
Communications and Media Group

09 September 2024

s22(1)(a)(ii)

From: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Sent: 01 April 2026 13:25
To: MACKAY, David
Cc: s22(1)(a)(ii); s22(1)(a)(ii); Lopez, Margaret; Panagoda, Ruvani; s22(1)(a)(ii)
Subject: Certification/transmittal letter - wagering advertising reform impact analysis [SEC=PROTECTED, CAVEAT=SH:CABINET]
Attachments: s22(1)(a)(ii)
Importance: High

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Hi David,

Please see below link to draft transmittal letter for you to send to OIA with the Wagering Advertising Reform impact analysis:

<https://workspace.internal.dotars.gov.au/sites/OSMAPC/BGR/Gambling/Gambling%20Advertising/Wagering%20Advertising%20Reform%202026/Policy%20Development/Impact%20Analysis/Wagering%20Advertising%20Reform%20-%20Impact%20Analysis.docx>

I have also attached.

For your review/signature please.

Happy to discuss

s22(1)(a)(ii)

s22(1)(a)(ii)

Director • Gambling Regulation • Broadcasting, Media and News Policy Division

s22(1)(a) @infrastructure.gov.au

Webex Phone: +61 2 s22(1)(a)

Mobile Phone: +61 s22(1)(a)(ii)

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s22(1)(a)(ii)

From: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Sent: 01 April 2026 16:16
To: Abhayaratna, Joanna; Hills, Terry
Cc: Panagoda, Ruvani; Lopez, Margaret; s22(1)(a)(ii); s22(1)(a)(ii)
Subject: Impact Analysis - Wagering Advertising Reforms [SEC=PROTECTED, CAVEAT=SH:CABINET]
Attachments: s22(1)(a)(ii)

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Joanna/Terry

With thanks for your patience, please find attached our Impact Analysis for the proposed Wagering Advertising Reforms, along with a certification letter from our Deputy Secretary, David Mackay.

We will ensure we append the IA to the Cabinet Submission on Addressing Online Gambling Harms.

Happy to discuss any aspects.

Regards

s22(1)(a)(ii)

s22(1)(a)(ii)

Director • Gambling Regulation • Broadcasting, Media and News Policy Division

s22(1)(a) @infrastructure.gov.au

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