

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** FW: Stake.com [SEC=OFFICIAL]  
**Date:** Friday, 30 June 2023 11:35:41 AM

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[REDACTED]

I am comfortable with that approach – do you have any issues?

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**From:** [REDACTED]  
**Sent:** Friday, 30 June 2023 11:34 AM  
**To:** [REDACTED]  
[REDACTED]  
**Cc:** [REDACTED] Media ACMA  
[REDACTED]  
**Subject:** RE: Stake.com [SEC=OFFICIAL]

Thanks [REDACTED], looks good. I think we should leave out the specific reference to Stake and VPNs (highlighted below) and see if [REDACTED] comes back to us on that. I also let [REDACTED] know that's my view. She's away at the moment, so I'm happy to send to [REDACTED] by deadline unless anyone has any concerns.

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**From:** [REDACTED]  
**Sent:** Friday, 30 June 2023 10:53 AM  
**To:** [REDACTED]  
[REDACTED]  
**Cc:** [REDACTED] Media ACMA  
[REDACTED]  
**Subject:** RE: Stake.com [SEC=OFFICIAL]

Hi [REDACTED]

The below response has been cleared by [REDACTED].

### **The provision or offer of prohibited gambling services to Australians**

The *Interactive Gambling Act 2001* (IGA) prohibits certain interactive gambling services from being offered to Australians.

The ACMA is aware of the Stake.com service and notes that it is geo-blocked in Australia.

We are also aware that it is possible for Australians to use VPNs to access services that are prohibited under the IGA. However, we do not currently have evidence that Stake.com has been promoting the use of VPNs to Australians.

We regulate in a dynamic digital market that is constantly evolving and understand that people who want to access prohibited services may find a way to do so. However, our disruptive actions

such as web blocking and engagement with international regulators has been highly effective and we will continue to take action against prohibited services being provided to Australians.

## The advertising of prohibited gambling services

Part 7A of the IGA prohibits the advertising of prohibited and unlicensed regulated interactive gambling services, subject to certain exceptions. This prohibition includes the publication of these advertisements on a website accessible by Australians, but if and only if the ACMA is satisfied that the majority of persons who access the content are physically present in Australia. This potentially limits the reach of the advertising prohibition for websites that have a global audience such as Facebook, You Tube and Twitch.

**From:** [REDACTED]  
**Sent:** Thursday, 29 June 2023 3:03 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FW: Stake.com [SEC=OFFICIAL]

Hi both,

Please see the following email from [REDACTED] regarding Stake. Could you please provide some EM-cleared information we can send to [REDACTED] by her deadline of midday tomorrow.

Thanks,

**From:** [REDACTED]  
**Sent:** Thursday, 29 June 2023 2:43 PM  
**To:** [REDACTED]  
**Subject:** Stake.com

Hey

Thanks for the chat earlier. As discussed, I am working on something for Monday's newspaper with [REDACTED] about Stake.com and the promotions of using VPNs to get people to gamble in online casinos. I'm wondering if this issue is on the radar of the ACMA and what steps it can take to ensure this kind of behaviour isn't happening?

If you could let me know by midday tomorrow, I'd really appreciate it.

Cheers,

