

From: [REDACTED]
To: [REDACTED]
Subject: RE: FOR APPROVAL - Brownlow Medal news article and publishing of outcome of investigation [SEC=OFFICIAL]
Date: Saturday, 17 December 2022 4:02:28 PM
Attachments: [image001.gif](#)
[image002.gif](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)

Dear [REDACTED]
Thanks – I've now reviewed the website material and letter and am happy with their content.
Thank you for turning these around so quickly yesterday.

Regards

[REDACTED]
[REDACTED]
General Manager Content & Consumer Division

Australian Communications and Media Authority

T [REDACTED]
E [REDACTED]
www.acma.gov.au

Executive Assistant: [REDACTED]
[REDACTED]
E renata.ackovska@acma.gov.au



From: [REDACTED]
Sent: Friday, 16 December 2022 9:51 AM
To: [REDACTED]
[REDACTED]
Subject: RE: FOR APPROVAL - Brownlow Medal news article and publishing of outcome of investigation [SEC=OFFICIAL]
Thanks [REDACTED]
We have tracked changes in the documents to address your comments.
The main change is to reflect that we have looked at the Norm Smith and Clive Churchill medals in the investigation so we've been more specific about that.

- [news article](#)
- [outcome of our investigation](#), which will be published on the ACMA website (gambling investigations page)
- [Letter to Sportsbet](#) (changes will be carried over to the IRPSX letter)

If you are happy with the changes we will forward the news article to [REDACTED] for clearance.
As flagged, the release of the news article has been moved to **Wednesday 21/12**. This gives us time to finalise and give Sportsbet notice.

Thanks [REDACTED]
[REDACTED]
Manager
Interactive Gambling Team

Australian Communications and Media Authority

T [REDACTED]
[REDACTED]
www.acma.gov.au
[REDACTED]
[REDACTED]

The ACMA acknowledges the traditional custodians of this land on which we meet, work and live. We recognise and respect their continuing connection to the land, waters and communities. We pay our respects to Elders past and present and to all Aboriginal and Torres Strait Islanders

From: [REDACTED]

Sent: Thursday, 15 December 2022 2:24 PM

To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Subject: RE: FOR APPROVAL - Brownlow Medal news article and publishing of outcome of investigation [SEC=OFFICIAL]

Dear [REDACTED]

Thanks – I've reviewed the package and marked some questions/comments. There are a couple of items where I'm unclear what we have either found or are trying to convey. Depending on where we land with these, we'll also need to update the IRPSX letter but I didn't duplicate my comments therein.

Can you please consider and then let me know if you need to discuss, or alternately, send me back track change versions for clearance.

I'm assuming there is nothing driving the proposed publication on Monday other than an interest in getting this out as soon as possible. We might need to talk to media about pushing it back a day or two to allow this to be settled, including getting the news article thru [REDACTED] by the end of tomorrow.

Regards

[REDACTED]

[REDACTED]

General Manager Content & Consumer Division

Australian Communications and Media Authority

T [REDACTED]
[REDACTED]
www.acma.gov.au
Executive Assistant: [REDACTED]
[REDACTED]
E [REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Wednesday, 14 December 2022 10:38 AM

To: [REDACTED]
[REDACTED]
[REDACTED]

Subject: FOR APPROVAL - Brownlow Medal news article and publishing of outcome of investigation [SEC=OFFICIAL]

Dear [REDACTED]

As you know, we have investigated whether Sportsbet contravened the IGA by broadcasting live markets and offering in-play betting during the Brownlow medal count. We have completed the investigation and found no contravention of the IGA. We provide for your review and approval:

- The [news article](#) which is due to be released on 19 December (as part of our ebuletin). We note that Creina has requested to see the article before it is published.
- The [outcome of our investigation](#), which will be published on the ACMA website (gambling investigations page) in conjunction with the news article.

You will see we have included information about the application of the IGA to other sporting event awards such as the Norm Smith medal and Clive Churchill medal, although it is made clear we consider each matter on its merits.

We have done this because we have previously received enquiries about these types of awards and consider the publishing of our view is of educative value and will provide clarity to wagering operators and consumers. [REDACTED]

We have also prepared:

- [Letter to Sportsbet](#) with our findings
- [Letter to IRPSX](#) (the complainant) with our findings

Please note we intend providing Sportsbet and IRPSX an advance copy of the information to be published, on the basis they maintain strict confidentiality until it is published.

[REDACTED]. Media has also reviewed the news article.

We are also preparing an email for Rochelle to send to the Dept/MO which will include the information to be published.

[REDACTED]

[REDACTED]

Interactive Gambling Team

Australian Communications and Media Authority

T + [REDACTED]

[REDACTED]

acma.gov.au

