

From: [REDACTED]
To: [REDACTED]
Subject: RE: Herald Sun - Brownlow [SEC=OFFICIAL]
Date: Friday, 3 February 2023 11:49:00 AM
Attachments: [image001.jpg](#)
[image003.jpg](#)
[image004.jpg](#)
[image005.jpg](#)
[image006.jpg](#)
[image007.gif](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)
[image014.png](#)
[image015.jpg](#)

Thanks for following this up for us.

[REDACTED]

From: [REDACTED]
Sent: Friday, 3 February 2023 11:44 AM
To: [REDACTED]
Subject: FW: Herald Sun - Brownlow [SEC=OFFICIAL]

Hi [REDACTED]

Apologies if you already saw this but Just noting the CSC responded with the information you had requested below.

Regards,

[REDACTED]

Senior Investigations and Compliance Officer
Content Investigations Section

Australian Communications and Media Authority

T +61 2 9334 7732 F +61 2 9334 7799

E david.brady@acma.gov.au

acma.gov.au



The ACMA acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past, present and future.

From: [REDACTED]
Sent: Friday, 3 February 2023 9:53 AM
To: [REDACTED]
[REDACTED]
[REDACTED]
Subject: RE: Herald Sun - Brownlow [SEC=OFFICIAL]

Hi [REDACTED]

I can only find 1 interaction regarding the gambling advertising during the Brownlow Medal event.

CSC2022-25875

- Complaint was received by CSC on 4/11/2022
- CSC sent complaint to IG Taskforce on 4/11/2022
- IG Taskforce responded on 11/11/2022 to client on saying "We will be in touch once we

have considered the matters you have raised."

- No further notes on file

Kind regards

Assistant Team Leader - Customer Service Centre
ICT Business and Support Services

Australian Communications and Media Authority

T +61 1300 850 115

E info@acma.gov.au

acma.gov.au



From: [REDACTED]

Sent: Thursday, 2 February 2023 3:51 PM

To: [REDACTED]

[REDACTED]

Subject: FW: Herald Sun - Brownlow [SEC=OFFICIAL]

Hi [REDACTED]

We are assisting Interactive gambling team with a media request for information in relation to the number of complaints received regarding gambling advertising during the 2022 Brownlow medal. I believe the event was held on 18 September 2022.

CIS did not receive any complaints but could you please confirm how many, if any complaints CSC received? Also, any information available about the nature of the complaints.

Happy to discuss if required.

Senior Investigations and Compliance Officer
Content Investigations Section

Australian Communications and Media Authority

T + [REDACTED]

[REDACTED]

acma.gov.au



The ACMA acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past, present and future.

From: [REDACTED]

Sent: Wednesday, 1 February 2023 2:03 PM

To: [REDACTED]

Cc: [REDACTED]

Subject: FW: Herald Sun - Brownlow [SEC=OFFICIAL]

[REDACTED]

Did you receive any complaints about Sportsbet's advertising on the Brownlow medal during the live telecast on Channel 7?

We will respond to the journalists questions below but I wanted to get your input on the first question.

Could you get back to me by cob tomorrow?

Thanks [REDACTED]

From: Media ACMA <Media@acma.gov.au>

Sent: Wednesday, 1 February 2023 1:39 PM

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

Subject: Herald Sun - Brownlow [SEC=OFFICIAL]

Hi [REDACTED]

The Herald Sun is asking about the Brownlow investigation.

Could you please clear a response up to EM level and send it back to me?

I would suggest working towards a deadline of COB Friday.

Happy to discuss

[REDACTED]

[REDACTED]

Media Advisor
Media and Communications

Australian Communications and Media Authority

[REDACTED]
[REDACTED]

acma.gov.au



The ACMA acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past, present and future.

From: [REDACTED]

Sent: Wednesday, 1 February 2023 11:47 AM

To: Media ACMA <Media@acma.gov.au>

Subject: Brownlow Medal investigation

Hi,

My name is [REDACTED] a sports journalist for the Herald Sun (News Corp).

I'm writing a story regarding the betting activity on last year's Brownlow Medal and was hoping to please ask a couple of questions on the back of ACMA's investigation into Sportsbet's live betting during the vote count.

- 1) How many viewer complaints did ACMA receive about Sportsbet's bombardment of advertising during Channel 7's coverage?
- 2) Was Sportsbet liable for a \$8.325m penalty had it contravened the Interactive Gambling Act?
- 3) Did Sportsbet handover documents including how much was wagered on the Brownlow live during the count to ACMA? If so, can these figures be released?
- 4) Several other bookmakers also offered live in-play app betting during the Brownlow Medal.

Would they have also been investigated if Sportsbet had been found in the wrong, or was Sportsbet the only target?

5) Does ACMA have a view on bookmakers offering gambling markets on which player will poll 3 votes in each game? (Those markets seem highly vulnerable to corruption, given at least four umpires would all know the certain results)

6) Does ACMA have any other thoughts or concerns on the betting culture surrounding the Brownlow Medal?

There is no urgency for answers on these questions as I am likely to write the story early next week. I'm on [REDACTED] if you wish to get in touch.

Cheers,

[REDACTED]
[REDACTED]

[REDACTED]
Sports Reporter



HWT Tower 40 City Road Southbank VIC 3006

T [REDACTED]
[REDACTED] W www.heraldsun.com.au



We acknowledge the Traditional Owners of the land in all states and territories on which we work and report. We pay our respects to Aboriginal and Torres Strait Islander Elders past, present and emerging, and honour their history, cultures, and traditions of storytelling.

Proudly supporting [1 degree](#), A News Corp Australia initiative.



This message and its attachments may contain legally privileged or confidential information. It is intended solely for the named addressee. If you are not the addressee indicated in this message or responsible for delivery of

the message to the addressee, you may not copy or deliver this message or its attachments to anyone. Rather, you should permanently delete this message and its attachments and kindly notify the sender by reply e-mail. Any content of this message and its attachments which does not relate to the official business of the sending company must be taken not to have been sent or endorsed by that company or any of its related entities. No warranty is made that the e-mail or attachments are free from computer virus or other defect.