

**From:** [REDACTED]  
**Subject:** RE: Herald Sun - Brownlow [SEC=OFFICIAL]  
**Date:** Tuesday, 7 February 2023 9:54:14 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.gif](#)  
[image006.jpg](#)

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Thanks [REDACTED]

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**From:** Media ACMA  
**Sent:** Tuesday, 7 February 2023 9:53 AM  
**To:** [REDACTED]  
[REDACTED]  
**Subject:** RE: Herald Sun - Brownlow [SEC=OFFICIAL]

Hi [REDACTED]

Please note I am going to send this response to the Herald Sun now

Thanks

[REDACTED]  
[REDACTED]

Media Advisor  
Media and Communications

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**Australian Communications and Media Authority**

[REDACTED]  
[REDACTED]  
[acma.gov.au](https://www.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.*

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**From:** [REDACTED]  
**Sent:** Friday, 3 February 2023 3:13 PM  
**To:** Media ACMA <[Media@acma.gov.au](mailto:Media@acma.gov.au)>  
**Cc:** [REDACTED]  
**Subject:** RE: Herald Sun - Brownlow [SEC=OFFICIAL]  
Just hold off for another hour or two, thanks.

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**From:** Media ACMA <[Media@acma.gov.au](mailto:Media@acma.gov.au)>  
**Sent:** Friday, 3 February 2023 3:12 PM  
**To:** [REDACTED]  
[REDACTED]  
**Subject:** RE: Herald Sun - Brownlow [SEC=OFFICIAL]

Hi [REDACTED]

I am going to send off this response now. Please let me know if there are any issues.

Cheers

[REDACTED]  
[REDACTED]

Media Advisor  
Media and Communications

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**Australian Communications and Media Authority**

[REDACTED]

[REDACTED]

[acma.gov.au](http://acma.gov.au)



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**From:** Media ACMA

**Sent:** Friday, 3 February 2023 11:31 AM

**To:** [REDACTED]

[REDACTED]

**Subject:** RE: Herald Sun - Brownlow [SEC=OFFICIAL]

No worries, will do

Thanks

[REDACTED]

Media Advisor  
Media and Communications

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**Australian Communications and Media Authority**

[REDACTED]

[REDACTED]

[acma.gov.au](http://acma.gov.au)



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**From:** [REDACTED]

**Sent:** Friday, 3 February 2023 11:30 AM

**To:** Media ACMA <[Media@acma.gov.au](mailto:Media@acma.gov.au)>

**Cc:** [REDACTED]

**Subject:** Re: Herald Sun - Brownlow [SEC=OFFICIAL]

Will just give [REDACTED] the heads-up on this. I don't expect she'll weigh in but please hold off on sending to Herald Sun until later this afternoon. Thanks.

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**From:** [REDACTED]

**Sent:** Friday, February 3, 2023 11:24 am

**To:** Media ACMA <[Media@acma.gov.au](mailto:Media@acma.gov.au)>; [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]  
**Subject:** RE: Herald Sun - Brownlow [SEC=OFFICIAL]

Looks good to me thanks

[REDACTED]  
[REDACTED]  

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**Australian Communications and Media Authority**

[REDACTED]  
[REDACTED]  
[www.acma.gov.au](http://www.acma.gov.au)

Executive Assistant: [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



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**From:** Media ACMA <[Media@acma.gov.au](mailto:Media@acma.gov.au)>

**Sent:** Friday, 3 February 2023 11:03 AM

**To:** [REDACTED]  
[REDACTED]  
[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 this response:

1) How many viewer complaints did ACMA receive about Sportsbet's bombardment of advertising during Channel 7's coverage?

The ACMA did not receive viewer complaints about Sportsbet's advertising during the Brownlow Medal Count coverage. Our investigation was not commenced in response to viewer complaints.

2) Was Sportsbet liable for a \$8.325m penalty had it contravened the Interactive Gambling Act?

The ACMA adopts a graduated and strategic risk-based approach to compliance and enforcement. When we are of the view that a contravention has occurred, we consider the relevant facts including the seriousness and level of harm in each case to determine the appropriate action to be taken, if any.

The ACMA has a range of enforcement and disruption options available where there has been a contravention of the *Interactive Gambling Act 2001*. We can issue formal warnings and infringement notices, and apply to the Federal Court or Federal Circuit Court for an injunction or imposition of a civil penalty order. At the time of the investigation, the maximum penalty amount for a contravention of the in-play betting prohibition was AUD\$8,325,000 per day for corporations [note that for offences committed after 1 January 2023 the penalty amount has increased to AUD\$10,312,500 per day for corporations].

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?

This information was not requested as part of this investigation.

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?

If a contravention had been found, it is likely the ACMA would also consider the provision of similar in-play betting services by other providers.

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)

The types of betting markets that can be offered are not within the ACMA's regulatory remit. They are a matter for the relevant state or territory gambling regulator.

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

We don't have any further comments

Thanks

[Redacted]  
[Redacted]

Media Advisor  
Media and Communications

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**Australian Communications and Media Authority**

[Redacted]  
[Redacted]  
[acma.gov.au](http://acma.gov.au)



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**From:** [Redacted] >

**Sent:** Wednesday, 1 February 2023 11:47 AM

**To:** Media ACMA <[Media@acma.gov.au](mailto: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]  
E [REDACTED] W [www.heraldsun.com.au](http://www.heraldsun.com.au)



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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.

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