

08/10/2025 10:13:00 AM

Mr Martin Thomas
552 Victoria Street
NORTH MELBOURNE
VIC 3051
AU

s 22

@agr.org.au

PM Correspondence - ATT:280322 Meeting request to support government

Please see attached a letter from the Alliance for Gambling Reform CEO, Martin Thomas and Chief Advocate, Tim Costello regarding this week's Four Corners investigation - Losing Streak, seeking a meeting request with the Prime Minister.



C/- Our Community House
552 Victoria St, Wurundjeri Country
North Melbourne, VIC 3051
(03) 9999 7372
info@agr.org.au
www.agr.org.au
ABN: 14 829 021 950

8 October 2025

The Hon Anthony Albanese MP
Prime Minister of Australia
Parliament House
Canberra ACT 2600

cc: Minister.Wells@mo.communications, tanya.plibersek.mp@aph.gov.au

Dear Prime Minister

This week's Four Corners investigation, *Losing Streak*, has again highlighted serious issues within Australia's gambling system - including failures in consumer protection and oversight that are leaving too many Australians exposed to harm.

We share your government's commitment to protecting families and reducing harm, and we believe there is now a powerful opportunity to work together on practical solutions - ending harmful inducements, commissions and self-regulation, and creating a truly independent national regulator.

Prime Minister, the *Murphy Report* provided the roadmap and *Four Corners* has shown the cost of inaction. With collaboration and leadership, your government can deliver meaningful reform that restores public trust and protects Australian families. We would welcome the opportunity to work with you to make this happen.

Australians lose \$32 billion every year - the highest gambling losses per person anywhere in the world. Behind those losses are families in financial distress, relationship breakdown, domestic and family violence, mental health struggles and suicide.

We believe your government now has a powerful opportunity to lead positive, practical reform that protects families and restores trust – by ending self-regulation, banning harmful inducements and commissions, and establishing a strong national gambling regulator that protects Australians, not industry profits.

Following Four Corners, we urge your government to take the next steps toward meaningful reform which are part of the Murphy Report recommendations:

- **Recommendation 22: Establish national regulation to prevent the proceeds of crime** from being used to fund online gambling.
- **Recommendation 3 Establish a National Online Gambling Regulator** - an independent body with real enforcement powers and a clear mandate to reduce harm, not grow industry profits.
- **Recommendation 16: Ban inducements and kickbacks** that encourage high-risk play and perpetuate gambling harm, including "VIP" programs and targeted offers to vulnerable customers.

- **Recommendation 21: Prohibit commissions and referral payments** to third parties and staff for recruiting or incentivising gambling activity.

These actions would provide immediate effect to key Murphy Report recommendations, restore public confidence, and demonstrate your government's commitment to protecting Australian families from preventable harm.

Two years on from *You Win Some, You Lose More*, it is a bipartisan blueprint that remains the clearest path forward. With public support and bipartisan goodwill, this is an opportunity for your government to lead lasting national reform.

Community organisations, lived-experience advocates, health experts and faith leaders stand ready to work constructively with your government to design and implement these reforms.

Prime Minister, with public support and bipartisan goodwill, this is a moment to create lasting reform that protects Australians and strengthens our communities. **We would welcome the opportunity to meet with you or your Ministers to discuss how we can support your government in delivering these much-needed changes.**

Yours sincerely,

s 22

s 22

Martin Thomas
Chief Executive Officer

Tim Costello
Chief Advocate

From: s 22
To: s 22
Cc: s 22
Subject: RE: Copy of letter to Prime Minister [SEC=OFFICIAL]
Date: Wednesday, 8 October 2025 11:38:00 AM
Attachments: [image002.png](#)
[image003.png](#)

OFFICIAL

Many thanks s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600

Work s 22 | Personal s 22 | Email s 22 [@pm.gov.au](mailto:pm.gov.au)

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From: s 22 <s 22@agr.org.au>
Sent: Wednesday, 8 October 2025 11:24 AM
To: s 22 <s 22@pm.gov.au>
Cc: s 22 <s 22@agr.org.au>
Subject: FW: Copy of letter to Prime Minister

Hey s 22

Sorry I missed your call – this is the letter – sorry if you haven't received

We are just sending it to the PM's office and copying in relevant ministers

It is not an open letter we are not publishing it publicly at all

Im just tied up in meetings now but can call later today if you still haven't received it or have further questions

Thanks so much

s 22

Chief Executive Officer

s 22

[@agr.org.au](mailto:agr.org.au)

s 22



www.agr.org.au

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Our Community House
552 Victoria St, Wurundjeri Country
North Melbourne, VIC, 3051

I acknowledge that I live and work on the lands of the Ngunnawal people and I pay my respects to Elders past, present and emerging.

From: s 22 <s 22@agr.org.au>
Sent: Wednesday, October 8, 2025 9:25 AM
To: Minister.Wells@mo.communications; tanya.plibersek.mp@aph.gov.au
Cc: s 22 <s 22@mo.communications.gov.au>; s 22 <s 22@mo.communications.gov.au>; s 22 <s 22@pm.gov.au>
Subject: Copy of letter to Prime Minister

Dear Ministers,

Please see attached a letter from the Alliance for Gambling Reform CEO, Martin Thomas and Chief Advocate, Tim Costello which was submitted to the Prime Minister this morning, requesting a meeting to discuss how we can support your government in delivering much-needed changes following this week's Four Corners investigation, *Losing Streak*.

Kind regards,

s 22

s 22

Office Manager

s 22

s 22@agr.org.au

s 22



www.agr.org.au

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552 Victoria St, Wurundjeri Country
North Melbourne, VIC, 3051

I acknowledge the Traditional Owners of the land on which I live and work, and I pay my respects to Elders past, present and emerging.

From: s 22
To: s 22
Subject: Entain Australia & New Zealand – CEO Appointment
Date: Tuesday, 26 August 2025 11:33:26 AM
Attachments: [image001.png](#)
[image002.png](#)
[Entain ANZ Media Release - Andrew Vouris Appointed Permanent CEO.pdf](#)

Hi ^{s 22} ,

As a valued stakeholder of our business, I want to let you know that Entain today announced that following a global search, Andrew Vouris has been appointed permanent CEO of Entain Australia and New Zealand.

Andrew brings seventeen years of leadership experience in wagering, operations and innovation at some of Australia's biggest wagering operators.

Please find attached a media release regarding the announcement, and do not hesitate to contact me should you have any queries.

Regards

s 22

s 22

Head of Corporate Affairs

Entain | Australia & New Zealand

entaingroup.com.au | ^{s 22}

[@entaingroup.com.au](mailto:)

mob: ^{s 22}

It's your game



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26 August 2025

Entain ANZ appoints Andrew Vouris as permanent CEO

Entain plc, the global sports betting and gaming group, today announced the appointment of Andrew Vouris as Chief Executive Officer of Entain Australia & New Zealand (ANZ), following a global talent search.

Andrew has served as Interim CEO since June 2025, guiding the business through a period of transition with a clear focus on our people, customers, and compliance.

Stella David, Group CEO of Entain said:

“Andrew stood out as the right leader for Entain ANZ. His leadership as Interim CEO has demonstrated his commitment to our people, our partners, and to building a sustainable, compliance-led and customer-focused culture.

Andrew has made great progress since he arrived at Entain, and I am very much looking forward to continuing working with him.”

Andrew Vouris, CEO of Entain ANZ said:

“I am grateful for this opportunity, and the responsibility that I have been given. My priority is to embed a ‘win, but not at all costs culture’ and get back to the basics of selling bets. I will also be focusing on leading innovation in our sector while protecting our customers.

“I am excited about the future of our business and while there is still much more to do, we are well positioned for growth.”

Media Contacts:

Australia – Trenton Akers	Trenton.Akers@entaingroup.com.au +61 422 828 895
New Zealand – Matt Smith	matt.smith@entaingroup.co.nz +64 27 228 5423
Entain plc	media@entaingroup.com
Sodali & Co – Rob Greening/Russ Lynch/Sam Austrums	entain@sodali.com +44 (0) 20 7250 1446

From: s 22
To: s 22
Subject: RE: Subject: Entain Australia & New Zealand – CEO Transition [SEC=OFFICIAL]
Date: Thursday, 5 June 2025 3:06:00 PM
Attachments: [image003.png](#)
[image005.png](#)

OFFICIAL

Many thanks s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

M s 22 | E s 22 [@pm.gov.au](mailto:pm.gov.au)

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From: s 22 <s 22@entaingroup.com.au>
Sent: Thursday, 5 June 2025 3:02 PM
To: s 22 <s 22@pm.gov.au>
Subject: Subject: Entain Australia & New Zealand – CEO Transition

Hi s 22

As mentioned earlier, as a valued stakeholder of our business, I want to let you know that Entain today announced that Dean Shannon, CEO of Entain Australia and New Zealand for the last six years, is stepping down on 30 June 2025.

Andrew Vouris has been appointed Interim CEO. Andrew brings seventeen years of leadership experience in wagering, operations and innovation at some of Australia's biggest wagering operators.

Please find attached a media release regarding the announcement, and do not hesitate to contact me should you have any queries - <https://entaingroup.com.au/news/ceo-transition-of-entain-australia-and-new-zealand/>

Thanks,

s 22

s 22

Head of Corporate Affairs

Entain | Australia & New Zealand

entaingroup.com.au | ^{s 22}

[@entaingroup.com.au](#)

mob: ^{s 22}

It's your game



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From: s 22
To: s 22
Cc: s 22
Subject: 3.30pm Free TV Meeting with PMO: s 22 & s 22
Start: Tuesday, 2 September 2025 3:30:00 PM
End: Tuesday, 2 September 2025 4:00:00 PM
Location: Parliament House, s 22

Warning: DKIM Failure. Email authenticity verification failed

From: s 22
To: s 22
Subject: s 22 / s 22 [SEC=OFFICIAL]
Start: Wednesday, 25 June 2025 9:30:00 AM
End: Wednesday, 25 June 2025 10:00:00 AM
Location: CPO, 1 Bligh St, Sydney

From: s 22
To: s 22 <s22@gmail.com>; s 22 <s22@outlook.com>
Subject: PMO / GHLEE [SEC=OFFICIAL]
Start: Friday, 29 August 2025 10:00:00 AM
End: Friday, 29 August 2025 10:30:00 AM
Location: Microsoft Teams Meeting

s 22

From: s 22
To: s 22 ; s 22 @gmail.com
Cc: s 22 @dss.gov.au
Subject: Re: Contact for Minister Plibersek's office [SEC=OFFICIAL]
Date: Wednesday, 3 September 2025 1:40:04 PM

Thank you s 22 ,

s 22 , it is wonderful to e-meet you, we look forward to meeting you in person at your earliest convenience either in Canberra or Sydney, GHLEE has a lot to offer the Government in addressing gambling harm and we look forward to working together to help make this possible.

Kind regards

s 22

The Hope Project Australia

s 22

s 22

Founder The Hope Project Australia
Co-Chair CGRA - Canberra Gambling Reform Alliance
Co-Chair GHLEE - Gambling Harm Lived Experience Experts

<http://www.thehopeprojectaustralia.com.au/>

ABC You Can't Ask That Gambling<<https://iview.abc.net.au/video/LE1617H010S00>>

From: s 22 <s 22 @pm.gov.au>
Sent: Tuesday, September 2, 2025 11:12:42 AM
To: s 22 <s 22 @outlook.com>; s 22 @gmail.com <s 22 @gmail.com>
Cc: s 22 @dss.gov.au <s 22 @dss.gov.au>
Subject: Contact for Minister Plibersek's office [SEC=OFFICIAL]

OFFICIAL

Hi s 22 and s 22 ,

With apologies for the delay, I am writing to introduce you to s 22 , Policy Adviser to Minister Plibersek, the Minister for Social Services, so you can provide a briefing on your work. s 22 is copied on this email and her mobile is s 22 should you need it.

s 22 may also be able to provide contact details for the relevant DSS officials, should you wish to brief them as well.

Kind regards,

s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

Work ^{s 22}
s 22

| Personal ^{s 22}
@pm.gov.au<^{s 22}

| Email
[@pm.gov.au](mailto:pm.gov.au)>

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From: s 22
To: s 22
Cc: s 22
Subject: Re: Meeting Request [SEC=OFFICIAL]
Date: Friday, 29 August 2025 5:37:56 PM

Hi s 22 ,

Thank you very much for your time today, s 22 and I appreciate the follow up emails and continued communication in this effort moving forward.

Have a good weekend

Kind regards

s 22

The Hope Project Australia

s 22

s 22

Founder The Hope Project Australia
Co-Chair CGRA - Canberra Gambling Reform Alliance
Co-Chair GHLEE - Gambling Harm Lived Experience Experts
<http://www.thehopeprojectaustralia.com.au/>
[ABC You Can't Ask That Gambling](#)

From: s 22 <s 22 @pm.gov.au>
Sent: Friday, August 29, 2025 11:21:35 AM
To: s 22 s 22 @outlook.com>; Barnaby Kerdel
s 22 @mo.communications.gov.au>
Cc: s 22 @gmail.com s 22 @gmail.com>
Subject: Re: Meeting Request [SEC=OFFICIAL]

Hi s 22 and s 22

Good to meet you both just now and thank you for the discussion and perspectives you shared. I am copying in Minister Well's Chief of Staff, Barnaby Kerdel, who will be able to connect you with the relevant Department of Communications officials so you can offer them a briefing as discussed. I will also follow up on the relevant contacts in Minister Plibersek's office and department for you.

Kind regards,

s 22

| **Senior Adviser**

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600

Work s 22 | Personal s 22 | Email s 22 @pm.gov.au

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On 28 Aug 2025, at 8:59 am, ^{s 22} <^{s 22} @outlook.com> wrote:

Good morning ^{s 22}

Thank you for your reply, sorry to hear of your injury, we are available on Teams tomorrow morning, so please feel free to send through a teams invite at a time that works best for you.

Kind regards

^{s 22}

The Hope Project Australia
^{s 22}

^{s 22}

Founder The Hope Project Australia
Co-Chair CGRA - Canberra Gambling Reform Alliance
Co-Chair GHLEE - Gambling Harm Lived Experience Experts
<http://www.thehopeprojectaustralia.com.au/>
[ABC You Can't Ask That Gambling](#)

From: ^{s 22} <^{s 22} @pm.gov.au>
Sent: Thursday, August 28, 2025 8:53:21 AM
To: ^{s 22} @gmail.com ^{s 22} @gmail.com>
Cc: ^{s 22} @outlook.com <^{s 22} @outlook.com>
Subject: Meeting Request [SEC=OFFICIAL]

OFFICIAL

Hi ^{s 22} and ^{s 22} ,

I am the communications portfolio adviser in PMO. I understand you had reached out to ^{s 22} regarding a meeting request. Please accept our apologies for the delay in responding.

I am working from home this week due to an injury, but would be happy to meet on Teams if that would be useful. After Question Time today or tomorrow morning would both work well at this stage – let me know if either of those time suit.

Kind regards,

^{s 22}

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

Work ^{s 22}

| Personal ^{s 22}

| Email ^{s 22}

[@pm.gov.au](mailto:pm.gov.au)

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OFFICIAL: Sensitive

From: s 22 <s 22 @gmail.com>
Sent: Sunday, 17 August 2025 10:02 PM
To: s 22 <s 22 @pm.gov.au>
Cc: s 22 <s 22 @outlook.com>
Subject: Meeting request

Dear s 22 ,

It has been some time since you met with a group of us last year. We still have not had any meetings with the Ministers responsible for gambling regulation.

Once again we hear that all stakeholders have been consulted - but not us. Because of our lived experience we are primary stakeholders in any conversation about gambling regulation.

The industries with vested interest in the status quo have plenty of money and access, we have neither.

I will be in Canberra with s 22 from the afternoon of 27 August to the 30th and would appreciate it if you had time for a meeting.

I would ask to meet with the Prime Minister, but, sadly, have almost given up hope of that happening. Attached is a copy of a letter sent to Minister Wells and Minister Plibersek.

If this time is not suitable, please let us know when is better for you and or Mr Albanese.

s 22
Co-Founder
Gambling Harm Lived Experience Experts

s 22 @gmail.com
s 22
GHLEE.org
[Language Guide](#)



GAMBLING HARM LIVED EXPERIENCE EXPERTS

PO Box 384 Hall ACT 2618

www.ghlee.org

info.ghlee@gmail.com

[Language Guide](#)

15 August 2025

Hon Anika Wells MP
Minister for Communications
Minister for Sport
Anika.Wells.MP@aph.gov.au
Invites.wells@mo.communications.gov.au

Dear Minister Wells,

Thank you to your staff for taking the time to speak with GHLEE Co-Chair Kate Seselja recently.

GHLEE - Gambling Harm Lived Experience Experts is the only national peak advocacy organisation representing people with lived experience of gambling harm. We have one clear goal: reduce and ultimately end gambling harm. As such, we believe the Albanese Government should be prioritising GHLEE as an important stakeholder on any gambling-related issues.

As a group of passionate individuals who have experienced the devastating effects of gambling harm first hand, we believe that change is possible and we are committed to making a difference in conjunction with the Federal and State Governments around Australia.

Gambling harm is a significant public health issue that costs our governments and communities billions to repair every year. It is akin to smoking and needs to be dealt with as such — a dangerous, adult product that has a negative impact on people's health and drains our health system of much-needed resources, especially our struggling mental health systems.

The gambling industry normalises gambling in our society via advertising and are actively targeting children and young people to secure their future customers. Unfortunately, research shows some of these under 18s are already gambling, and a majority of them can recognise gambling companies just from their logos. Too many of them can name gambling odds for their favourite sports stars just like other key statistics such as how many goals they have scored.

We understand it is short notice, but we will both be in Canberra on 28th and 29th August and would welcome the opportunity to meet with you to discuss the Murphy Report. If this date is not suitable please send us some other options. We look forward to working with you and your department to ensure the best possible outcomes for addressing and reducing gambling harm in Australia.

Yours in hope for a better future,

s 22

s 22

Anna Bardsley
Co-founder

Kate Seselja
Co-chair

28 March 2025

Hon Anthony Albanese MP
Prime Minister
PO Box 6022
House of Representatives
Parliament House
CANBERRA ACT 2600

Dear Prime Minister

As an industry body which represents some of the world's largest mobile games companies in Australia, including the leading publishers of free-to-play casino-themed games, the International Social Games Association (ISGA, www.i-sga.org) is writing to underline our commitment to continuously improving industry practices.

We also support the development of practical policies governing mobile games that enhance amenity, choice and privacy protections for consumers. The ISGA believes it's important for policies in this area to take account of the different roles played by platforms, game publishers, governments and regulators, with all parties contributing to improved outcomes.

With the final report of the House of Representatives Social Policy and Legal Affairs Committee inquiry into online gambling potentially being considered after the federal election, we wanted to ensure you have an up-to-date summary of the ISGA's position.

As you may be aware, recommendations 27-30 inclusive in the report directly relate to the regulation of mobile games/video games in Australia. Specifically, they recommend that:

- The National Classification Scheme is consistently applied to games available from online application stores;
- The government develops and implements a public information campaign to educate consumers about games which contain elements of simulated gambling;
- The government commissions research into an effective warning label for simulated gambling games; and
- The government convenes a working group to develop and implement minimum consumer protections for interactive games and make suggestions for legislative mechanisms to implement tighter controls on simulated gambling and its advertising.

Notwithstanding that there are some areas of these recommendations which will pose challenges for the mobile games industry, the ISGA believes that these recommendations are worthy of further investigation or consideration as part of the development of the government response to the inquiry report.

It should also be noted that the committee did not find that free-to-play casino-themed games should be defined as gambling.

Gambling regulations typically define real-money gambling as having three components – consideration, chance and prize. Games played on mobile devices, including free-to-play casino-themed games, contain the element of chance, they may have consideration if players choose to pay

for special features and game progression, but they never have a real-world prize and therefore, free-to-play casino-themed games cannot be classified as gambling.

When finalising policy positions on regulation of games in Australia, it should also be taken into consideration that since the House of Representatives inquiry report was released (in June 2023), changes to the National Classification Scheme have commenced (in September 2024), such that games which contain “simulated gambling”, such as free-to-play casino-themed games, now have a mandatory minimum classification of R18+ (restricted to persons aged 18 and over). Games which contain paid loot boxes are now rated M (mature – not recommended for persons under 15 years).

These measures are complemented by the ISGA’s best practice self-regulatory standards, which are endorsed by all members:

- The ISGA has developed a set of Best Practice Principles (www.i-sga.org/best-practice), which are based on the core values of consumer protection, accountability and transparency. The principles extend to areas such as in-app purchases, advertising practices, privacy compliance and player safeguards. First developed in 2013, the Best Practice Principles are regularly updated to maintain pace with changing technology, business models and consumer behaviour. The current Best Practice Principles were publicly released in October 2024.
- The ISGA promotes player education through our Smart Mobile Gamers website, (www.smartmobilegamers.org). This resource has been developed with some of the world’s most respected digital safety organisations, clinical psychologists and games researchers, with the primary aim to provide game-players with the tools and support they need to have a positive gameplay experience.

Given the popularity of and importance of the games industry in Australia – with four out of five Australians enjoying video games as part of their social and leisure repertoire – any changes to the existing regulatory regime will impact many in the community. Moreover, this area of policy comes with complex technological and regulatory challenges, and limitations. The ISGA, therefore, strongly supports careful approaches to regulatory changes that enhance consumer outcomes without creating negative unintended consequences for Australians who play games.

If you or your staff require further information about the ISGA’s position and if a meeting is required for the ISGA to provide further, more detailed information, please arrange for your office to make contact with me.

Yours sincerely

s 22

s 22

Consultant – Australia

s 22

s 22

OFFICIAL

From: s 22 <s 22@mcmssc.com.au>
Sent: Friday, 28 March 2025 8:25 AM
To: s 22 <s 22@pm.gov.au>
Subject: Correspondence - International Social Games Association

Good morning s 22 .

For your information, please find attached a copy of correspondence to the Prime Minister from the International Social Games Association (our client).

Regards,

s 22

Director



s 22

www.mcmssc.com.au

GPO Box 1692, Canberra ACT 2601

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The International Social Games Association is a registered client of MCM Strategic Communications as displayed on the Australian Government Register of Lobbyists (web-link: <https://lobbyists.ag.gov.au/organisation/f442f751-54bf-ea11-813a-0050569d2348/profile>)

From: s 22
To: s 22
Subject: Coffee - s 22 (PMO) & RWA [SEC=OFFICIAL]
Start: Wednesday, 18 June 2025 11:00:00 AM
End: Wednesday, 18 June 2025 11:30:00 AM
Location: 1 Bligh St, Sydney New South Wales 2000, Australia

Thanks for making the time s 22 . I'll be in touch when we're in the lobby.

Cheers,

s 22

s 22

From: [Responsible Wagering Australia](#)
To: A.Albanese.MP@aph.gov.au
Cc: s 22
Subject: Congratulations
Date: Tuesday, 1 July 2025 3:00:15 PM
Attachments: [RWA Congratulatory Letter to the Prime Minister.pdf](#)

Good Afternoon,

Please see attached congratulatory letter for Prime Minister Albanese from Responsible Wagering Australia.

Kind Regards,

s 22 | Office Manager | **Responsible Wagering Australia**
M: s 22 | s 22 | @responsiblewagering.com.au



The Hon Anthony Albanese MP
Prime Minister
Parliament House
CANBERRA ACT 2600

Dear Prime Minister

Congratulations from RWA

Responsible Wagering Australia (RWA) wishes to extend our heartfelt congratulations to you and your team on the election result and on once again forming government.

RWA is the peak body representing the Australian licensed online wagering industry. Our members include Australia's major online wagering service providers: bet365, Betfair, Picklebet, PointsBet, Sportsbet, and Unibet. In addition to contributing almost \$6 billion to the Australian economy annually, including almost \$2 billion in taxes and levies, our members support more than 32,000 jobs and have consistently demonstrated a commitment to promoting responsible gambling through proactive initiatives such as self-exclusion tools, deposit limits and real-time monitoring and intervention.

RWA advocates for sensible and evidence-based regulation of the sector that balances robust consumer protection without driving consumers into the highly predatory illegal offshore market, already worth \$1.6 billion per annum (15 per cent of the total market) and growing.

Our members are committed to working with Government to judiciously respond to community sentiment around wagering advertising on broadcast television, and I have appreciated – throughout the last term of government - the professional approach taken to industry consultation by Ministerial staffers and the bureaucracy regarding the proposed reforms.

We welcome the appointment of Minister Wells to the Communications portfolio, noting that her depth of understanding of the Australian sporting landscape and its stakeholders – from players to the leadership teams, media and integrity bodies – make her well placed to navigate the way forward.

I look forward to working with you and your Ministerial team, and I would welcome the opportunity to meet with you at an appropriate time to discuss our shared commitment to improving consumer protections for the 70% of Australians who enjoy a punt in a safe and well regulated environment with Australian licensed providers.

Yours sincerely

s 22

Kai Cantwell
Chief Executive Officer

July 2025

From: s 22
To: s 22
Subject: FW: Correspondence from The Lottery Corporation CEO and the Australian Lottery & Newsagents Association CEO [SEC=OFFICIAL]
Date: Friday, 30 May 2025 11:45:09 AM
Attachments: [image001.png](#)
[TLC Letter to the Prime Minister May 2025.pdf](#)

OFFICIAL

From: s 22 <s 22@thelotterycorporation.com>
Sent: Friday, 30 May 2025 11:42 AM
To: PM Invitations - Albanese <s 22@pm.gov.au>
Cc: s 22 <s 22@thelotterycorporation.com>; s 22 <s 22@thelotterycorporation.com>
Subject: Correspondence from The Lottery Corporation CEO and the Australian Lottery & Newsagents Association CEO

Good morning, please find attached correspondence for your consideration.

Regards

s 22



s 22

Managing Director and Chief Executive

Phone s 22
Email s 22

Level 8, 180 Ann Street, Brisbane QLD 4000

[Website](#) • [LinkedIn](#) • [Twitter](#)

Exec.Assistant: s 22

Make flexibility work! If you receive an email from me outside of regular business hours, I'm sending it at a time that suits me. I'm not expecting you to read or reply until your regular working hours.

The Lottery Corporation would like to acknowledge the Traditional Custodians and First Peoples of Australia. We acknowledge that our offices, retail outlets and venues operate on these lands. As our nation and organisation continues our journey towards reconciliation, it is with great respect we acknowledge all Elders past and present. We acknowledge the inextricable link First Peoples of Australia have with the land past, present and future.

30 May 2025

Hon Anthony Albanese MP
Prime Minister
House of Representatives
Parliament House
Canberra ACT 2600

By email: ^{s 22} [@pm.gov.au](mailto:pm.gov.au)

Dear Prime Minister,

We write on behalf of The Lottery Corporation Limited (**The Lottery Corporation**) and the Australian Lottery and Newsagents Association (**ALNA**). We extend our warmest congratulations to you on your re-election as Prime Minister of Australia.

We represent an industry that delivers traditional lottery products to millions of Australians, sold by more than 4,000 lottery retailers, including newsagents, and supports around 20,000 jobs in communities across the country. Traditional lottery games, such as Saturday Lotto, Powerball and Oz Lotto are part of a strong ecosystem delivering trusted products and benefits to players and the community through state taxes and commissions to small businesses. More than one in two Australian adults purchase a lottery ticket each year.

We would like to commend the Government's ongoing work to minimise online gambling harm. Last year, we welcomed the Government's review into the regulation of online keno and foreign-matched lotteries which examined the impact of these new and emerging online products on consumers, the community and small businesses, as well as assessing whether the products are in line with the objects of the *Interactive Gambling Act 2001* (Cth). We will shortly be seeking a meeting with the Minister for Communications to brief her on our concerns with the promotion and sale of these products across Australia, including the impact on the livelihoods of thousands of small businesses, and to seek an update on the outcome of this important review.

About the Australian Lottery and Newsagents Association

ALNA is a national not-for-profit membership association for the news, lottery and distribution community. ALNA represents a sector comprising more than 4,000 individual, small, family-owned businesses who sell and rely on lottery products to drive foot traffic and revenue. ALNA strives to ensure its retail small businesses remain successful and sustainable and provide safe environments for lottery customers and their communities.

About The Lottery Corporation

The Lottery Corporation is a top 50 ASX-listed company with a market capitalisation of more than \$11 billion, directly employs around 900 people and Australian superannuation funds are our largest investors. Our trusted brands include The Lott and Keno, while national games, such as Powerball and Oz Lotto, are iconic names in Australian households. We value our contribution to the community and connection to local small business lottery retailers and licensed venues.

The bulk of The Lottery Corporation's turnover is distributed to players as prizes and to governments and communities in licence fees, duties and taxes including (in FY24):

- \$1.9 billion in state lottery and keno taxes;
- \$720 million in commissions to retail businesses and licensed venues; and
- \$5 million in community donations and partnerships.



Australia's lotteries industry structure is such that more than 90% of a typical entry into Australia's official lotteries goes back to players or the community.

The Lottery Corporation has an extensive presence in small retailers across the country, including newsagencies and licensed venues - one of Australia's largest retail operations. Our retail points of distribution contribute 59% of lotteries turnover and are a vital part of a sustainable and well-regulated lotteries ecosystem.

Our approach to innovating our games and customer experiences has supported a long history of sustainable growth for the benefit of all stakeholders. This has been underpinned by strong industry, regulatory and community engagement, and a commitment to best practice responsible gambling programs. Our approach and partnership with State and Territory Governments throughout Australia has sustained a successful low-spend, mass participation model with wide community acceptance.

You may be interested to know that The Lottery Corporation has a strong presence in the electorate of Grayndler with 30 small business lottery retailers. More than \$17 million has been paid in commissions to these local lottery retailers over the past 5 years.

We look forward to working with you and the Government to continue delivering enjoyable and safe products, supporting local small businesses and venues and contributing to Australian communities.

If you or your staff have any questions or would like a briefing, please contact ^{s 22} , Head of Government Relations via email ^{s 22} or on ^{s 44} .

Yours sincerely,

^{s 22}

Sue van der Merwe
Managing Director & CEO
The Lottery Corporation Limited

^{s 22}

Ben Kearney
CEO
Australian Lottery & Newsagents Association

From: s 22
To: s 22
Subject: RE: Introduction and correspondence from The Lottery Corporation CEO and the Australian Lottery and Newsagents Association CEO [SEC=OFFICIAL]
Date: Wednesday, 25 June 2025 1:05:00 PM
Attachments: [image003.png](#)
[image004.png](#)

OFFICIAL

Great – chat then.

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

Work s 22

| Personal s 22

| Email s 22

[@pm.gov.au](mailto:pm.gov.au)

I acknowledge the Traditional Owners of the lands and waters where I work. I pay my respect to their culture, and their elders past, present and emerging.

This email is confidential and may be privileged. If you have received this email by mistake: (1) please notify me immediately and delete the email; (2) you must not use this email or its contents; and (3) confidentiality or privilege is not waived

From: s 22 <s 22@thelotterycorporation.com>
Sent: Wednesday, 25 June 2025 1:03 PM
To: s 22 <s 22@pm.gov.au>
Subject: RE: Introduction and correspondence from The Lottery Corporation CEO and the Australian Lottery and Newsagents Association CEO [SEC=OFFICIAL]

Hi s 22 ,

Thanks for getting in touch and I know how busy you are so no problem at all.

I am Sydney based so a catch up when you are back would be great.

Have a restful time on leave - I hope you have a good chance to recover.

I will get in touch with you in August to book in a time to chat.

s 22

The Lottery Corporation



s 22

Head of Government Relations

Mobile
Email

s 22
s 22

[@thelotterycorporation.com](mailto:pm@thelotterycorporation.com)

Level 29, 680 George Street, Sydney NSW 2000
[Website](#) • [LinkedIn](#) • [Twitter](#)

From: s 22 <s 22 @pm.gov.au>
Sent: Wednesday, 25 June 2025 11:10 AM
To: s 22 <s 22 @thelotterycorporation.com>
Subject: RE: Introduction and correspondence from The Lottery Corporation CEO and the Australian Lottery and Newsagents Association CEO [SEC=OFFICIAL]

OFFICIAL

Hi s 22

Thanks for your email and apologies for the belated response. I am on leave from the end of this week until Mon 4 August but would be happy to catch up on my return. Are you Sydney based?

s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600

Work s 22 | Personal s 22 | Email s 22 [@pm.gov.au](mailto:pm@thelotterycorporation.com)

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From: s 22 <s 22 @thelotterycorporation.com>
Sent: Monday, 2 June 2025 6:16 PM
To: s 22 <s 22 @pm.gov.au>
Subject: Introduction and correspondence from The Lottery Corporation CEO and the Australian Lottery and Newsagents Association CEO

Hi s 22 ,

Let me introduce myself. I am the Head of Government Relations at The Lottery Corporation. We hold long-dated lottery licences in every state and territory (excluding Western Australia) and our trusted brands include The Lott and Keno, and national games such as Powerball and Oz Lotto.

I hope that you are well and that you have managed to recover a little from the election period.

I wanted to firstly provide you with the attached a letter to the Prime Minister from The Lottery Corporation CEO and the Australian Lottery and Newsagents Association CEO.

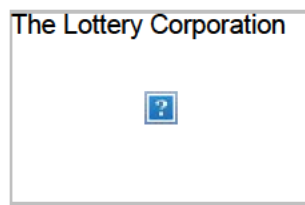
Also, ^{s 22}, who I work with on federal issues, suggested I connect with you. I would be very happy to update you on matters related to the lottery industry.

I know that you are extremely busy but let me know if you have time to catch up in Sydney in the coming weeks.

I look forward to working with you.

Regards,

^{s 22}



^{s 22}

Head of Government Relations

Mobile ^{s 22}
Email ^{s 22} [@thelotterycorporation.com](mailto:_____@thelotterycorporation.com)

Level 29, 680 George Street, Sydney NSW 2000
[Website](#) • [LinkedIn](#) • [Twitter](#)

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 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.

30 May 2025

Hon Anthony Albanese MP
Prime Minister
House of Representatives
Parliament House
Canberra ACT 2600

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If you or your staff have any questions or would like a briefing, please contact ^{s 22} _____, Head of Government Relations via email ^{s 22} _____@thelotterycorporation.com or on ^{s 44} _____.

Yours sincerely,

^{s 22}

^{s 22}

Managing Director & CEO
The Lottery Corporation Limited

^{s 22}

^{s 22}

CEO
Australian Lottery & Newsagents Association