

**From:** s47F  
**Sent:** Tuesday, 9 July 2024 10:48 AM  
**To:** s47F  
**Subject:** RE: Meeting with s47F (betr) [SEC=OFFICIAL]

OFFICIAL

Easy – I’ll call you then.

OFFICIAL

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**From:** s47F  
**Sent:** Tuesday, 9 July 2024 10:13 AM  
**To:** s47F  
**Subject:** Re: Meeting with s47F (betr) [SEC=OFFICIAL]

Perfect. I’ll drop it in my diary to make sure I don’t get distracted – would you like to just give me a buzz? s47F

Look forward to speaking then.

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**From:** s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Date:** Tuesday, 9 July 2024 at 10:12 am  
**To:** s47F <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Subject:** RE: Meeting with s47F (betr) [SEC=OFFICIAL]

OFFICIAL

Ah ok – that’s a shame.

Let’s chat tomorrow... how’s 10am?

OFFICIAL

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**From:** s47F <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Sent:** Tuesday, 9 July 2024 9:45 AM  
**To:** s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Subject:** Re: Meeting with s47F (betr) [SEC=OFFICIAL]

s47F s47F

How would a phone call work instead?

I am good any time before lunch today or pretty much any time tomorrow if there’s a window.

Will try again to catch up in person when I'm next there – shouldn't be long.

**From:** s47F [redacted] <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Date:** Friday, 5 July 2024 at 4:37 pm  
**To:** s47F [redacted] <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Subject:** RE: Meeting with s47F [redacted] (betr) [SEC=OFFICIAL]

OFFICIAL

Hi s47F [redacted]

Yes, that would be good.

s47F [redacted]

11am would be ideal, but my afternoon is also quite flexible.

Cheers

s47F [redacted]

OFFICIAL

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**From:** s47F [redacted] <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Sent:** Friday, 5 July 2024 11:25 AM  
**To:** s47F [redacted] <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Subject:** Re: Meeting with s47F [redacted] (betr) [SEC=OFFICIAL]

Hi s47F [redacted]

A short note to see if you might be free to have that discussion about the customer-facing items we foreshadowed when last we met.

s47F [redacted] on Thursday next week, although I could meet earlier in the week by phone if it's easier.

Many thanks,

s47F [redacted]

---

**From:** s47F [redacted] <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Date:** Tuesday, 4 June 2024 at 1:51 pm  
**To:** s47F [redacted] <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Subject:** RE: Meeting with s47F [redacted] (betr) [SEC=OFFICIAL]

OFFICIAL

Ha – I appreciate you being able to understand 😊

Yes, let's do that to keep it simple.

OFFICIAL

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**From:** s47F [redacted] <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Sent:** Tuesday, 4 June 2024 10:57 AM

To: s47F [redacted] @mo.communications.gov.au>  
Subject: Re: Meeting with s47F [redacted] (betr) [SEC=OFFICIAL]

H s47F [redacted]

s47F [redacted]

I'm good most mornings in that week too. Would you like me to push it back my a week to the Tuesday morning at the same time?

s47F [redacted]

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**From:** s47F [redacted] @mo.communications.gov.au>  
**Date:** Monday, 3 June 2024 at 3:09 pm  
**To:** s47F [redacted] @betr.com.au>  
**Subject:** RE: Meeting with s47F [redacted] (betr) [SEC=OFFICIAL]

OFFICIAL

Hi s47F [redacted]

Unfortunately, things have shifted significantly next week and I'm wondering if we may be able to reschedule this meeting to the following week (w/c 17 June)?

At this stage, my mornings are pretty much clear, so I can work around what day suits you best.

Cheers

s47F [redacted]

OFFICIAL

-----Original Appointment-----

**From:** s47F [redacted] @betr.com.au>  
**Sent:** Wednesday, 29 May 2024 11:24 AM  
**To:** s47F [redacted]; s47F [redacted]  
**Subject:** Meeting with s47F [redacted] (betr)  
**When:** Tuesday, 11 June 2024 10:00 AM-10:30 AM (UTC+10:00) Canberra, Melbourne, Sydney.  
**Where:** Microsoft Teams Meeting

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**Microsoft Teams** [Need help?](#)

[Join the meeting now](#)

Meeting ID: s47G(1)(a) [redacted]

Passcode: s47G(1) [redacted]  
(a)

For organisers: [Meeting options](#)

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**From:** s47F [redacted]@thelotterycorporation.com>  
**Sent:** Friday, 5 July 2024 6:28 PM  
**To:** s47F [redacted]  
**Cc:** s47F [redacted]  
**Subject:** RE: Leave (8/7-23/7) and The Lottery Corporation contact during my absence [SEC=OFFICIAL]

Thanks s47F [redacted]

I will – much warmer parts of the world await.

Chat when I return.

s47F [redacted]



s47F [redacted]  
Head of Government Relations

**Mobile** s47F [redacted]  
**Email** s47F [redacted]@thelotterycorporation.com

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

---

**From:** s47F [redacted]  
**Sent:** Friday, July 5, 2024 6:27 PM  
**To:** s47F [redacted]  
**Cc:** s47F [redacted]  
**Subject:** Re: Leave (8/7-23/7) and The Lottery Corporation contact during my absence [SEC=OFFICIAL]

OFFICIAL

Hi s47F [redacted]

Thanks for letting me know and for providing s47F [redacted] details.

Have a great trip!

Cheers  
s47F [redacted]

OFFICIAL

**From:** s47F [redacted] <[redacted]@thelotterycorporation.com>  
**Date:** Friday, 5 July 2024 at 6:18:59 pm  
**To:** s47F [redacted] <[redacted]@mo.communications.gov.au>  
**Cc:** s47F [redacted] <[redacted]@thelotterycorporation.com>  
**Subject:** Leave (8/7-23/7) and The Lottery Corporation contact during my absence

Hi s47F [redacted]

I hope that you are well.

I am writing to let you know that I am off overseas from Monday 8 July and I will be back on deck on Wednesday 24 July.

While I am away, please feel free to contact s47F [redacted], General Manager Corporate Affairs, on s47F [redacted] or via email at s47F [redacted] <[redacted]@thelotterycorporation.com> if you need anything.

Kind regards,

s47F [redacted]



s47F [redacted]

Head of Government Relations

**Mobile** s47F [redacted]

**Email** s47F [redacted] <[redacted]@thelotterycorporation.com>

Level 29, 680 George Street, Sydney NSW 2000

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**From:** s47F  
**Sent:** Tuesday, 25 June 2024 12:48 PM  
**To:** s47F  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

OFFICIAL

Great – thanks.

OFFICIAL

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**From:** s47F  
**Sent:** Tuesday, 25 June 2024 12:42 PM  
**To:** s47F  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

And please find attached, s47F, the updated running sheet for tonight’s event.

Regards,

s47F  
Director



s47F  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
GPO Box 1692, Canberra ACT 2601

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**From:** s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Sent:** Tuesday, June 25, 2024 8:59 AM  
**To:** s47F <[s47F@mcmsc.com.au](mailto:s47F@mcmsc.com.au)>  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

OFFICIAL

Thanks, s47F .

OFFICIAL



**From:** s47F [redacted] <[redacted]@mcmsc.com.au>  
**Sent:** Tuesday, 25 June 2024 6:02 AM  
**To:** s47F [redacted] <[redacted]@mo.communications.gov.au>  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

Good morning s47F [redacted]

Confirming our discussions yesterday (Monday) that there has been a change to the arrangements for the Parliamentary Friends of Video Games event, which is scheduled to take place tonight (Tuesday night).

The event will now take place from 6.30pm (until 8.30pm) and the venue is now Queen's Terrace Café.

I am waiting on a fresh running sheet which reflects the fact that the Minister will need to depart by 7pm. I will send this through as soon as I see it.

If there's anything else you need, please let me know.

Thanks again for your help.

Regards,

s47F [redacted]  
 Director



s47F [redacted]  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
 GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted] <[redacted]@mo.communications.gov.au>  
**Sent:** Thursday, June 6, 2024 2:28 PM  
**To:** s47F [redacted] <[redacted]@mcmsc.com.au>  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

OFFICIAL

Hi s47F [redacted]

It was good to meet you and I appreciated the discussion.

Thank you for checking that information regarding chat functions.

I am pleased to confirm that the Minister is able to attend the Parliamentary Friends of Video Games event on 25 June and that she is happy to say a few words.

We look forward to receiving the running sheet and further information in the near future.

Kind regards

s47F [redacted]

s47F | **Adviser**  
 Office of the Hon Michelle Rowland MP  
 Minister for Communications  
 Federal Member for Greenway

**M:** s47F  
**E:** s47F [@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)

OFFICIAL

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**From:** s47F [@mcmssc.com.au](mailto:s47F@mcmssc.com.au)>  
**Sent:** Wednesday, 5 June 2024 4:17 PM  
**To:** s47F [@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Subject:** Thanks/Further Information

Good afternoon s47F

Thank you for making the time to catch up yesterday in relation to the International Social Games Association (ISGA, our client). It was much appreciated.

Please find attached an electronic version of the ISGA one-page summary.

In relation to your question about chat functions within mobile games, the ISGA's initial response is that these are far more limited in mobile games than for PC/console games (where, among other things, players communicate with each other via headsets). In other words, chat functions in mobile games are rudimentary. I'm sure the ISGA would be pleased to expand on this further when you are scheduled to meet Nick Stringer from the ISGA in a few weeks' time.

Also, when you have a moment, if you are please able to let us know if the Minister is able to attend the Parliamentary Friends of Video Games event at Parliament House on the evening of Tuesday 25 June and if she wishes to say a few words as part of the formalities at the event (the ISGA and IGEA are in the process of working on the running sheet for the event at the moment).

Thanks again for your help.

Regards,

s47F  
 Director



s47F  
[www.mcmssc.com.au](http://www.mcmssc.com.au)  
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Time	Description	Support
5.30pm	<b>Final checks:</b> AV/lighting Stands/stations – personnel in place Speech area – audio check Food/beverage check Photographer in place	Lectern + pull-up banners Stands ready and hosted
6.30	<b>Doors open:</b> Guests arrive Food/drink service begins General mingling and stand engagement	ISGA/IGEA staff to be visible and welcome guests upon arrival Photographer commences
6.50-6.54	<b>ISGA-Nick Stringer welcome</b> (Traditional land owner acknowledgement)  Welcome everyone to the Friends of Video Games event  Welcome Australia's Minister for Communications the Honourable Michelle Rowland MP  Welcome and thanks to Senator the Honourable James McGrath and Assistant Minister the Honourable Tm Watts MP for their support and that of their office staff  Brief introductory remarks including co-hosting and acknowledgement of (IGEA)  Introduce Australia's Minister for Communications Michele Rowland MP	Nick to talk from lectern Ron alongside Speech notes to be provided Any sounds from displays/stations to be turned off Food and beverage service suspended Photography of speakers
6.54-6.59	<b>Communications Minister Michelle Rowland MP to make some general remarks</b>	Photography of speakers
6.59	<b>Nick to thank the Minister for comments and introduce the Hon Tim Watts MP/Senator the Hon James McGrath</b>	Nick to have speech notes
7.00-7.05	<b>Brief remarks Assistant Minister the Hon Tim Watts MP/Senator the Hon James McGrath</b>	Photography of speaker
7.05-7.10	<b>IGEA – Ron Curry thanks</b>  Ron to thank Minister Rowland  Ron to give vote of thanks to Senator the Honourable James McGrath and the Honourable Tm Watts MP for their support  Brief closing remarks about IGEA (to include ways to promote on socials and stay in touch)  Encourage guests to visit displays	Ron to talk from lectern Speech notes to be provided Photography of speaker
7.10-8.30	<b>Event to continue – general mingling and engagement until close</b>	Food and beverage service to resume Photographs of ISGA, IGEA + VIPs with

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Friday, 21 June 2024 4:43 PM  
**To:** s47F [redacted]  
**Subject:** RE: Further Information - Friends of Video Games Event [SEC=OFFICIAL]

No worries, s47F [redacted]. Happy to help.

Regards,

s47F [redacted]  
Director



s47F [redacted]  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted]  
**Sent:** Friday, June 21, 2024 3:51 PM  
**To:** s47F [redacted]  
**Subject:** RE: Further Information - Friends of Video Games Event [SEC=OFFICIAL]

**OFFICIAL**

Hi s47F [redacted]

Thank you for sending this information through – it's helpful and appreciated.

Cheers  
s47F [redacted]

**OFFICIAL**

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Thursday, 20 June 2024 10:09 PM  
**To:** s47F [redacted]@mo.communications.gov.au>  
**Subject:** Further Information - Friends of Video Games Event

With apologies for the delay in getting this information to you, s47F [redacted].

Please find attached/below the following further information about next Tuesday night's (25 June) Parliamentary Friends of Video Games event, which is being jointly hosted by the International Social Games Association (ISGA, our client) and the Interactive Games and Entertainment Association (IGEA):

- (attached) Running sheet (re-sending)
- (below) List of IGSA representatives attending and representatives from exhibitor ISGA member attending
- (below) List of IGEA representatives attending and representatives from exhibitor IGEA members attending
- (attached) Event floor plan – Main Committee Room

We have also arranged a still photographer to attend and take photos – s47F of Hiebl Photography.

If there's anything else you need, please let me know. Thanks for your help.

**ISGA**

Nick Stringer, Interim CEO

s47F, Director of Public Policy

s47F, Director, MCM Strategic Communications (ISGA government relations)

s47F, Associate, Orizontas (ISGA government relations)

s47F, Director, McGuinness Media (ISGA media relations)

**ISGA member – Pixel United (exhibitor)**

s47F, Pixel United

s47F, Pixel United

IGEA	Ron Curry	
	s47F	
	s47F	
	s47F	
Nintendo	s47F	
	s47F	
	s47F	Chair of IGEA Board
	s47F	
Roblox	s47F	
	s47F	
	s47F	
	s47F	
Ubisoft	s47F	
Google	s47F	
	s47F	
PlaySide	s47F	IGEA Board Member
	s47F	
Big Ant	s47F	IGEA Board Member
Microsoft	s47F	MS

	s47F	Ogilvy
	s47F	Ogilvy
	s47F	MS
DEPT	s47F	

Regards,

s47F

Director



s47F

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Time	Description	Support
5.30pm	<b>Final checks:</b> AV/lighting Stands/stations – personnel in place Speech area – audio check Food/beverage check Photographer in place	Lectern + pull-up banners Stands ready and hosted
6.00pm	<b>Doors open:</b> Guests arrive Food/drink service begins General mingling and stand engagement	ISGA/IGEA staff to be visible and welcome guests upon arrival Photographer commences
6.15-6.20	<b>Welcome to event + opening remarks from co-chairs:</b>  <b>Assistant Minister the Honourable Tim Watts MP</b> <b>Senator the Honourable James McGrath</b>	Photography of speakers
6.40-6.44	<b>ISGA-Nick Stringer</b>  Welcome everyone to the Friends of Video Games event and thank co-chairs for previous remarks and support (including their office staff)  Welcome Australia’s Minister for Communications the Honourable Michelle Rowland MP  Brief introductory remarks including co-hosting and acknowledgement of (IGEA)  Introduce Australia’s Minister for Communications the Honourable Michelle Rowland MP	Nick to talk from lectern Ron alongside  Speech notes to be provided  Any sounds from displays/stations to be turned off Food and beverage service suspended  Photography of speakers
6.44-6.49	<b>Minister Rowland to make some general remarks</b>	Photography of speaker
6.49 -6.53	<b>IGEA – Ron Curry thanks</b>  Ron to thank Minister for Communications the Hon Michelle Rowland MP  Ron to give vote of thanks to Senator the Hon James McGrath and the Hon Tm Watts MP for their support  Brief closing remarks about IGEA (to include ways to promote on socials and stay in touch)  Encourage guests to visit displays	Ron to talk from lectern Speech notes to be provided  Photography of speaker
6.53-8.00	<b>Event to continue – general mingling and engagement until close</b>	Food and beverage service to resume Photographs of ISGA, IGEA + VIPs with







**From:** s47F  
**Sent:** Friday, 21 June 2024 4:28 PM  
**To:** s47F  
**Subject:** RE: Scan of letter from bet365 [SEC=OFFICIAL]

OFFICIAL

Hi s47F

Thank you for sending this through directly – it's good context to have.

Cheers

s47F

OFFICIAL

**From:** s47F  
**Sent:** Thursday, 20 June 2024 4:45 PM  
**To:** s47F  
**Subject:** Scan of letter from bet365

Further to discussions earlier in the week, s47F, please find attached a scan of a letter to the Minister from s47F  
 Chief Executive Officer – Australia, bet365 (our client).

The original is in the post.

If you need further information or anything requires clarification, please let me know.

Regards,

s47F

Director



s47F

[www.mcmsc.com.au](http://www.mcmsc.com.au)

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**bet365**

20 June 2024

Hon Michelle Rowland MP  
Minister for Communications  
PO Box 6022  
House of Representatives  
Parliament House  
CANBERRA ACT 2600

Dear Minister

I am writing in relation to the commencement – on 11 June 2024 – of the ban on the use of credit cards for online wagering.

As part of one of the largest online betting and gaming groups in the world, Hillside (Australia New Media) Pty Limited (bet365) is strongly committed to consumer protection and the promotion of safer gambling. This is why bet365, as a member of Responsible Wagering Australia (RWA), supported the position of RWA in advocating for the option of betting using funds sourced from credit cards in Australia to be prohibited and removed the ability for its customers to deposit funds from credit cards prior to the commencement of the ban.

bet365 has of course noted your public comments in media coverage, which emerged two days after the commencement of the ban, in relation to the Flexepin and paysafecard deposit options. So as to assist your better understanding, we thought it worth making you aware that bet365 has made these deposit options available to its customers for years and so any claim or suggestion made to you that we have specifically introduced them to somehow circumvent the prohibition on betting with credit cards would be both misleading and untrue. bet365 has not and of course would never seek to circumvent this or any such ban.

I think that it is worth mentioning that Australian consumers use Flexepin and paysafecard to pay for many different products and services online and that it should also be noted that the level of funds deposited by our Australian customers through these mechanisms is, and always has been, very low.

Nonetheless, bet365 has suspended the use of Flexepin and paysafecard as deposit options for its customers, while it engages with the Australian Communications and Media Authority (ACMA) about these options.

No matter what the outcome of the ACMA's deliberations, please be assured that bet365 continues to place the highest priority on its commitment to safer gambling, as well as compliance with all regulations and legislation.

bet365's best practice commitment to safer gambling includes offering pre-commitment to its customers which we commenced as soon as we started to operate in Australia 12 years ago, despite this not being a government requirement at the time. bet365 also offered personal self-exclusion before other wagering companies and we supported this being made compulsory. In addition, bet365 has strongly supported the introduction and implementation of the National Consumer Protection Framework for Online Wagering. As you are aware, all 10 elements of this framework, including BetStop, have now been implemented.

Hillside (Australia New Media) Pty Limited  
Level 27, 100 Mount Street, North Sydney, NSW, 2060, Australia t: 1800 600 365  
[www.bet365.com](http://www.bet365.com)

---

Australian Business Number (ABN): 75 148 920 665

**bet365**

I hope that the above is helpful and clear, however, should you need any further information about how bet365 is complying with the ban on the use of credit cards for online wagering or, indeed, any other relevant issue relating to the regulation of online sports betting in Australia, please do arrange for your office (or the department) to make fresh contact with either myself or our Chief Operating Officer – Australia, <sup>s47F</sup> [REDACTED] and we would be more than happy to assist.

Thank you for your consideration.

Yours sincerely

<sup>s47F</sup> [REDACTED]

Chief Executive Officer – Australia

**From:** s47F  
**Sent:** Thursday, 20 June 2024 2:37 PM  
**To:** s47F  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

OFFICIAL

OK, great – thanks!

OFFICIAL

---

**From:** s47F  
**Sent:** Thursday, 20 June 2024 2:29 PM  
**To:** s47F  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

Hi s47F

Thanks for letting us know – no worries at all.

Please find attached the final run sheet. If anything in there poses any difficulty, please let me know.

I was in the process of getting this to you this afternoon, along with other briefing material. I'll get the rest to you as soon as I have a spare moment.

Thanks again for your help with this.

Regards,

s47F

Director



s47F

[www.mcmsc.com.au](http://www.mcmsc.com.au)

GPO Box 1692, Canberra ACT 2601

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**From:** s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Sent:** Thursday, June 20, 2024 2:25 PM  
**To:** s47F <[s47F@mcmsc.com.au](mailto:s47F@mcmsc.com.au)>  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

OFFICIAL

Hi s47F

A compulsory parliamentary commitment has now dropped in for Tuesday evening.

The Minister's EA has reached out directly to the contact she has, noting she's also still been chasing an initial run sheet, but I wanted to flag it with you as well.

We will need to ensure the Minister leaves the event no later than 7pm.

Hopefully this won't cause too much of an issue.

Cheers

s47F

OFFICIAL

---

**From:** s47F <[REDACTED]@mcmsc.com.au>  
**Sent:** Thursday, 6 June 2024 3:41 PM  
**To:** s47F <[REDACTED]@mo.communications.gov.au>  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

Thanks s47F

That's great news.

I'm sure we will keep in touch between now and the event.

Appreciate your help.

Regards,

s47F

Director



s47F

[www.mcmsc.com.au](http://www.mcmsc.com.au)

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**From:** s47F <[REDACTED]@mo.communications.gov.au>  
**Sent:** Thursday, June 6, 2024 2:28 PM  
**To:** s47F <[REDACTED]@mcmsc.com.au>  
**Subject:** RE: Thanks/Further Information [SEC=OFFICIAL]

OFFICIAL

Hi s47F

It was good to meet you and I appreciated the discussion.

Thank you for checking that information regarding chat functions.

I am pleased to confirm that the Minister is able to attend the Parliamentary Friends of Video Games event on 25 June and that she is happy to say a few words.

We look forward to receiving the running sheet and further information in the near future.

Kind regards

s47F

s47F | **Adviser**

Office of the Hon Michelle Rowland MP  
Minister for Communications  
Federal Member for Greenway

M: s47F

E: s47F [@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)

OFFICIAL

**From:** s47F [@mcmssc.com.au](mailto:s47F@mcmssc.com.au)>

**Sent:** Wednesday, 5 June 2024 4:17 PM

**To:** s47F [@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>

**Subject:** Thanks/Further Information

Good afternoon s47F

Thank you for making the time to catch up yesterday in relation to the International Social Games Association (ISGA, our client). It was much appreciated.

Please find attached an electronic version of the ISGA one-page summary.

In relation to your question about chat functions within mobile games, the ISGA's initial response is that these are far more limited in mobile games than for PC/console games (where, among other things, players communicate with each other via headsets). In other words, chat functions in mobile games are rudimentary. I'm sure the ISGA would be pleased to expand on this further when you are scheduled to meet Nick Stringer from the ISGA in a few weeks' time.

Also, when you have a moment, if you are please able to let us know if the Minister is able to attend the Parliamentary Friends of Video Games event at Parliament House on the evening of Tuesday 25 June and if she wishes to say a few words as part of the formalities at the event (the ISGA and IGEA are in the process of working on the running sheet for the event at the moment).

Thanks again for your help.

Regards,

s47F

Director





s47F

[www.mcmsc.com.au](http://www.mcmsc.com.au)

GPO Box 1692, Canberra ACT 2601

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Time	Description	Support
5.30pm	<b>Final checks:</b> AV/lighting Stands/stations – personnel in place Speech area – audio check Food/beverage check Photographer in place	Lectern + pull-up banners Stands ready and hosted
6.00pm	<b>Doors open:</b> Guests arrive Food/drink service begins General mingling and stand engagement	ISGA/IGEA staff to be visible and welcome guests upon arrival Photographer commences
6.15-6.20	<b>Welcome to event + opening remarks from co-chairs:</b>  <b>Assistant Minister the Honourable Tim Watts MP</b> <b>Senator the Honourable James McGrath</b>	Photography of speakers
6.40-6.44	<b>ISGA-Nick Stringer</b>  Welcome everyone to the Friends of Video Games event and thank co-chairs for previous remarks and support (including their office staff)  Welcome Australia's Minister for Communications the Honourable Michelle Rowland MP  Brief introductory remarks including co-hosting and acknowledgement of (IGEA)  Introduce Australia's Minister for Communications the Honourable Michelle Rowland MP	Nick to talk from lectern Ron alongside  Speech notes to be provided  Any sounds from displays/stations to be turned off Food and beverage service suspended  Photography of speakers
6.44-6.49	<b>Minister Rowland to make some general remarks</b>	Photography of speaker
6.49 -6.53	<b>IGEA – Ron Curry thanks</b>  Ron to thank Minister for Communications the Hon Michelle Rowland MP  Ron to give vote of thanks to Senator the Hon James McGrath and the Hon Tm Watts MP for their support  Brief closing remarks about IGEA (to include ways to promote on socials and stay in touch)  Encourage guests to visit displays	Ron to talk from lectern Speech notes to be provided  Photography of speaker
6.53-8.00	<b>Event to continue – general mingling and engagement until close</b>	Food and beverage service to resume Photographs of ISGA, IGEA + VIPs with

**From:** s47F  
**Sent:** Wednesday, 19 June 2024 3:36 PM  
**To:** s47F; s47F @dss.gov.au  
**Subject:** RE: Meeting tomorrow [SEC=OFFICIAL]

OFFICIAL

Hi s47F

No worries – I look forward to catching up then.

Cheers  
s47F

s47F | **Adviser**  
Office of the Hon Michelle Rowland MP  
Minister for Communications  
Federal Member for Greenway

**M:** s47F  
**E:** s47F @mo.communications.gov.au

OFFICIAL

---

**From:** s47F  
**Sent:** Wednesday, 19 June 2024 2:50 PM  
**To:** s47F @dss.gov.au; s47F  
**Subject:** Meeting tomorrow

Hi s47F and s47F

Looking forward to chatting tomorrow.

Just a quick update that s47F will no longer join and instead our GM Corporate Affairs, s47F, will join me.

Cheers

s47F

s47F  
**Head of Public Affairs**  
Ph: s47F | Email s47F @sportsbet.com.au  
s47F 367 Collins Street, Melbourne VIC 3000



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**From:** s47F [redacted]@sportsbet.com.au>  
**Sent:** Tuesday, 11 June 2024 3:26 PM  
**To:** s47F [redacted]; s47F [redacted]  
**Cc:** s47F [redacted]; s47F [redacted]  
**Subject:** RE: Meeting Request: Sportsbet [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Thank you very much.

We can do 10am on Thurs 20<sup>th</sup> June. Would one of you be able to set up the Teams meeting? We mainly use Zoom and my Teams app is playing up...

s47F [redacted] from Sportsbet will join too: s47F [redacted] [@sportsbet.com.au](mailto:s47F@sportsbet.com.au)

s47F [redacted]  
**Head of Public Affairs**  
 Ph: s47F [redacted] | Email: s47F [redacted] [@sportsbet.com.au](mailto:s47F@sportsbet.com.au)  
 s47F [redacted], 367 Collins Street, Melbourne VIC 3000



**From:** s47F [redacted]  
**Sent:** Tuesday, June 11, 2024 11:37 AM  
**To:** s47F [redacted]; s47F [redacted]  
**Cc:** s47F [redacted]  
**Subject:** RE: Meeting Request: Sportsbet [SEC=OFFICIAL]

**CAUTION:** This email originated from outside of the organisation. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

**OFFICIAL**

Thanks, s47F [redacted]

s47F [redacted] – 10am would be ideal if that's possible for you guys.

**OFFICIAL**

**From:** s47F [redacted] [@dss.gov.au](mailto:s47F@dss.gov.au)>  
**Sent:** Tuesday, 11 June 2024 11:17 AM  
**To:** s47F [redacted] [@sportsbet.com.au](mailto:s47F@sportsbet.com.au)

Cc: s47F [redacted] @mo.communications.gov.au>; s47F [redacted] @premiernational.com.au>  
Subject: RE: Meeting Request: Sportsbet [SEC=OFFICIAL]

Hi s47F [redacted]

s47F [redacted] and I are in Sydney and Adelaide while parliament isn't sitting, so a Teams meeting would be best.

How about 10 am or 11 am on Thursday 20 June?

Cheers

s47F [redacted]

Senior Adviser | Office of the Hon Amanda Rishworth MP | Minister for Social Services

M s47F [redacted] E s47F [redacted] @dss.gov.au

---

From: s47F [redacted] @sportsbet.com.au>

Sent: Tuesday, June 11, 2024 9:14 AM

To: s47F [redacted] @dss.gov.au>; s47F [redacted] @mo.communications.gov.au

Cc: s47F [redacted] @premiernational.com.au>

Subject: Meeting Request: Sportsbet

Hi s47F [redacted] and s47F [redacted]

Hope you got to enjoy the long weekend to recover from estimates!

I was hoping to find a time next week for myself and s47F [redacted] from Premier National to come and see you both to brief you on some up-to-date data we have on the advertising market and some other matters relevant to the inquiry.

s47F [redacted] and I are available to come to Canberra on Monday 17 June, Thurs 20 June or Fri 21 June.

Do you have some time on any of those dates?

Regards

s47F [redacted]

s47F [redacted]

**Head of Public Affairs**

Ph: s47F [redacted] | Email s47F [redacted] @sportsbet.com.au

s47F [redacted] 367 Collins Street, Melbourne VIC 3000



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**From:** s47F @mcmsc.com.au>  
**Sent:** Wednesday, 5 June 2024 4:17 PM  
**To:** s47F  
**Subject:** Thanks/Further Information  
**Attachments:** 202406 ISGA Summary.pdf

**Follow Up Flag:** FollowUp  
**Flag Status:** Completed

Good afternoon s47F

Thank you for making the time to catch up yesterday in relation to the International Social Games Association (ISGA, our client). It was much appreciated.

Please find attached an electronic version of the ISGA one-page summary.

In relation to your question about chat functions within mobile games, the ISGA's initial response is that these are far more limited in mobile games than for PC/console games (where, among other things, players communicate with each other via headsets). In other words, chat functions in mobile games are rudimentary. I'm sure the ISGA would be pleased to expand on this further when you are scheduled to meet Nick Stringer from the ISGA in a few weeks' time.

Also, when you have a moment, if you are please able to let us know if the Minister is able to attend the Parliamentary Friends of Video Games event at Parliament House on the evening of Tuesday 25 June and if she wishes to say a few words as part of the formalities at the event (the ISGA and IGEA are in the process of working on the running sheet for the event at the moment).

Thanks again for your help.

Regards,

s47F  
 Director



s47F  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
 GPO Box 1692, Canberra ACT 2601

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ea11-813a-0050569d2348/profile](https://lobbyists.aq.gov.au/organisation/f442f751-54bf-<br/>ea11-813a-0050569d2348/profile))*



---

**From:** s47F  
**Sent:** Wednesday, 29 May 2024 11:20 AM  
**To:** s47F  
**Subject:** RE: Meeting request below with Betr [SEC=OFFICIAL]

OFFICIAL

Great, thanks – same.

OFFICIAL

---

**From:** s47F  
**Sent:** Wednesday, 29 May 2024 11:19 AM  
**To:** s47F  
**Subject:** Re: Meeting request below with Betr [SEC=OFFICIAL]

That works perfectly, thanks s47F. Will arrange a Teams link shortly, and look forward to meeting then.

---

**From:** s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Date:** Wednesday, 29 May 2024 at 11:18 am  
**To:** s47F <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Subject:** RE: Meeting request below with Betr [SEC=OFFICIAL]

You don't often get email from s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>. [Learn why this is important](#)

OFFICIAL

No worries.

How's 10am on Tuesday the 11<sup>th</sup>?

Are you able to send a Teams link?

OFFICIAL

---

**From:** s47F <[s47F@betr.com.au](mailto:s47F@betr.com.au)>  
**Sent:** Wednesday, 29 May 2024 10:42 AM  
**To:** s47F <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Subject:** Re: Meeting request below with Betr [SEC=OFFICIAL]

Thanks for coming back so quickly, s47F

At this stage, I could do:

- Any time in the morning of the 11<sup>th</sup>;
- Any time on the 13<sup>th</sup>; or
- The morning of the 14<sup>th</sup>.

s47F

Many thanks again.

s47F

---

**From:** s47F <[REDACTED]@mo.communications.gov.au>  
**Date:** Wednesday, 29 May 2024 at 10:36 am  
**To:** s47F <[REDACTED]@betr.com.au>  
**Subject:** RE: Meeting request below with Betr [SEC=OFFICIAL]

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OFFICIAL

Hi s47F

Unfortunately, s47F has moved on from our office and I now have responsibility for online wagering.

Thanks for reaching out and yes, it would be good to catch up.

We're currently in the midst of Senate Budget Estimates and parliament is sitting next week as well, so it would be best to schedule something for the week of 10 June if that's ok? The 11<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> are pretty clear at this stage.

Kind regards

s47F

s47F | Adviser

Office of the Hon Michelle Rowland MP  
 Minister for Communications  
 Federal Member for Greenway

M: s47F

E: s47F <[REDACTED]@mo.communications.gov.au>

OFFICIAL

---

**From:** Minister.Rowland.MO <Minister.Rowland@MO.COMMUNICATIONS.gov.au>  
**Sent:** Wednesday, 29 May 2024 9:44 AM  
**To:** s47F <[REDACTED]@mo.communications.gov.au>  
**Subject:** Meeting request below with Betr [SEC=OFFICIAL]

---

**From:** s47F <[REDACTED]@betr.com.au>  
**Sent:** Wednesday, 29 May 2024 9:32 AM  
**To:** Minister.Rowland.MO <Minister.Rowland@MO.COMMUNICATIONS.gov.au>  
**Subject:** FW:

Good morning – I just noticed the below bounced back, and I'm hoping it might reach the correct hands please.

Many thanks,

s47F

**From:** s47F [redacted]@betr.com.au>  
**Date:** Tuesday, 28 May 2024 at 1:14 pm  
**To:** s47F [redacted]@MO.Communications.gov.au s47F [redacted]@MO.Communications.gov.au>  
**Subject:**

Hi s47F [redacted]

I hope this finds you well.

This is a short note to check your availability and interest in a quick catch up with us on online wagering matters. You may have seen that we have announced a merger with one of our online rivals, and I thought it was an opportune time to brief your office on that and some other open issues in the sector.

Many thanks,  
s47F [redacted]



s47F [redacted]  
Head of Media & Policy  
  
s47F [redacted]  
s47F [redacted] s47F [redacted]  
s47F [redacted]@betr.com.au  
[www.betr.com.au](http://www.betr.com.au)

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**From:** s47F [redacted]@betr.com.au>  
**Sent:** Tuesday, 28 May 2024 1:14 PM  
**To:** [redacted]

H s47F [redacted]

I hope this finds you well.

This is a short note to check your availability and interest in a quick catch up with us on online wagering matters. You may have seen that we have announced a merger with one of our online rivals, and I thought it was an opportune time to brief your office on that and some other open issues in the sector.

Many thanks,  
s47F [redacted]



s47F [redacted]  
**Head of Media & Policy**  
s47F [redacted]  
s47F [redacted] s47F [redacted]  
s47F [redacted] [@betr.com.au](mailto:s47F@betr.com.au)  
[www.betr.com.au](http://www.betr.com.au)

---

**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Monday, 27 May 2024 2:24 PM  
**To:** s47F [redacted]  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

Thanks s47F [redacted].

Regards,

s47F [redacted]  
 Director



s47F [redacted]  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
 GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted]  
**Sent:** Monday, May 27, 2024 2:19 PM  
**To:** s47F [redacted]  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

**OFFICIAL**

Great, shall do.

That's absolutely fine – we can arrange sign in.

**OFFICIAL**

---

**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Monday, 27 May 2024 2:15 PM  
**To:** s47F [redacted]@mo.communications.gov.au>  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

That's great, s47F [redacted].

If you can please lock in 3.30pm on Monday, 24 June at your office at APH, that'd be great.

s47F [redacted] is likely to need signing in (my pass enables me to accompany but not sign in), but let's liaise about this closer to the day.

Appreciate you making the time for this.

Regards,

s47F

Director



s47F

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**From:** s47F <[REDACTED]@mo.communications.gov.au>  
**Sent:** Monday, May 27, 2024 12:32 PM  
**To:** s47F <[REDACTED]@mcmsc.com.au>  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

**OFFICIAL**

That's a good idea and is fine for me.

**OFFICIAL**

---

**From:** s47F <[REDACTED]@mcmsc.com.au>  
**Sent:** Monday, 27 May 2024 11:31 AM  
**To:** s47F <[REDACTED]@mo.communications.gov.au>  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

Terrific, s47F

Should we try to lock in a meeting after Question Time on Monday, 24 June at 3.30pm (at Parliament House here in Canberra)...checking would that work for your diary. If you can please let me know when you have a moment, that'd be great.

Regards,

s47F

Director



s47F

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**From:** s47F [redacted] <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Sent:** Monday, May 27, 2024 11:12 AM  
**To:** s47F [redacted] <[s47F@mcmssc.com.au](mailto:s47F@mcmssc.com.au)>  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

**OFFICIAL**

Hi s47F [redacted]

Yes, I'm more than happy to meet with Mr Stringer on the Minister's behalf, whilst he is in Australia.

Parliament is sitting that week, so I'll be in Canberra Monday – Thursday and then back in Sydney on the Friday.

At this stage, I have quite a bit of flexibility in my calendar, so I can try to fit around his schedule if you have some dates/time blocks that would work best?

Kind regards

s47F [redacted]

s47F [redacted] | **Adviser**

Office of the Hon Michelle Rowland MP  
 Minister for Communications  
 Federal Member for Greenway

**M:** s47F [redacted]  
**E:** s47F [redacted] <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>

**OFFICIAL**

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**From:** s47F [redacted] <[s47F@mcmssc.com.au](mailto:s47F@mcmssc.com.au)>  
**Sent:** Friday, 24 May 2024 5:25 PM  
**To:** s47F [redacted] <[s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)>  
**Subject:** FW: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

Further to s47F [redacted] communication from earlier this week, below, s47F [redacted] and correspondence previously sent through to the Minister (a copy of which is attached), I am writing to see if you may be available to meet with ISGA Interim CEO, Mr Nick Stringer.

The purpose of a potential meeting would be to provide more detailed information about the global mobile games industry, provide more detailed information about the self-regulation measures the ISGA has developed for the mobile games industry and to discuss other relevant Australian Government reform processes.

If you can please let me know if a meeting is going to be possible, it would be appreciated.

If it assists, Mr Stringer (London-based) is scheduled to be visiting Australia in the week commencing Monday 24 June.

Thanks for your help.

Regards,

s47F

Director



s47F

[www.mcmsc.com.au](http://www.mcmsc.com.au)

GPO Box 1692, Canberra ACT 2601

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**From:** Rowland Invitations <[RowlandInvitations@COMMUNICATIONS.gov.au](mailto:RowlandInvitations@COMMUNICATIONS.gov.au)>  
**Sent:** Tuesday, May 21, 2024 12:37 PM  
**To:** s47F <[redacted]@mcmsc.com.au>  
**Cc:** s47F <[redacted]@mo.communications.gov.au>  
**Subject:** RE: Correspondence - International Social Games Assoc [SEC=OFFICIAL]

**OFFICIAL**

Hi s47F

Thanks for sending this one through.

The Minister is unable to meet due to diary constraints however Adviser s47F is very happy to meet.

I've copied s47F in so you may liaise with him directly to line up a time.

Thank you,

s47F

---

**From:** s47F <[redacted]@mcmsc.com.au>  
**Sent:** Friday, 10 May 2024 3:34 PM  
**To:** Minister.Rowland.MO <[Minister.Rowland@MO.COMMUNICATIONS.gov.au](mailto:Minister.Rowland@MO.COMMUNICATIONS.gov.au)>  
**Cc:** Rafizadeh, Shervin s47F <[redacted]@MO.communications.gov.au>; Watson, Amanda s47F <[redacted]@mo.communications.gov.au>  
**Subject:** Correspondence - International Social Games Assoc

Good afternoon.

Please find attached correspondence to the Minister from s47F, Chairman, International Social Games Association (our client).

Regards,



s47F

Director



s47F

[www.mcmsc.com.au](http://www.mcmsc.com.au)

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ea11-813a-0050569d2348/profile](https://lobbyists.ag.gov.au/organisation/f442f751-54bf-<br/>ea11-813a-0050569d2348/profile))*

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The ISGA ([www.i-sga.org](http://www.i-sga.org)) is a global non-profit industry association established in 2013 to develop and communicate global best practices in social (mobile) games. The ISGA represents a full cross-section of social games businesses, including Playtika, Zynga, Playstudios, Greentube, SciPlay, Pixel United, IGT and Huuuge Games.

#### Key facts

- More than 21 million Australians play video games (including on mobile devices).
- Australia's game development industry employs 1327 full-time workers.
- Australians spend an average of \$1.22 per person, per day on in-game purchases.
- Between 95-99 per cent of players of freemium games never pay any money, i.e. they never make in-game purchases.
- The global percentage of people aged under 18 who play social games is 0.22 per cent of players and 0.008 per cent of all players who make in-game purchases while playing social games are under 18.

#### Industry self-regulation

The ISGA acknowledges the recent focus on regulation of games in Australia. The ISGA is a global leader in promoting responsible standards to ensure the highest levels of consumer protection. Examples of the ISGA's industry self-regulation leadership include:

1. The ISGA has a regularly-updated set of Best Practice Principles, which are based on the core values of consumer protection, accountability and transparency, and extend to areas such as in-app purchases, advertising practices, privacy compliance and player safeguards.
2. The ISGA promotes player education through our Smart Mobile Gamers website, ([www.smartmobilegamers.org](http://www.smartmobilegamers.org)), which has been developed with some of the world's most respected digital safety organisations, clinical psychologists and games researchers.
3. The games industry is taking other proactive measures to guarantee player safety, such as the display of loot-box drop rates and parental controls.

#### Government-industry collaboration

The ISGA welcomes further government-industry collaboration, such as in the UK where a Technical Working Group has been appointed by government to develop a best-practice framework. During a public hearing as part of Australia's Parliamentary inquiry into online gambling and its impacts on those experiencing gambling harm on the issue of the most effective way to ensure high levels of compliance with consumer protection measures, s47F [REDACTED] from the University of Tasmania said: *"I favour an industry-led response because if we can have industry partnerships that are going to tackle this issue for the most vulnerable gamers – those people who are vulnerable to over-spending – then we can actually make progress on this in a sensible way."*

#### Games are not gambling

There are three elements which define a gambling game – consideration, chance and prize. Social games, including casino-style games, contain the element of chance, they may have consideration, but they never have a prize in the physical world and therefore, social casino games cannot be classified as gambling.

ISGA contact: s47F [REDACTED] (Canberra-based)

---

**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Monday, 27 May 2024 2:19 PM  
**To:** s47F [redacted]  
**Subject:** RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

Thanks s47F [redacted]  
Likewise. See you next week.  
Regards,  
s47F [redacted]  
Director



[www.mcmsc.com.au](http://www.mcmsc.com.au)

GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted]  
**Sent:** Monday, May 27, 2024 2:18 PM  
**To:** s47F [redacted]  
**Subject:** RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

**OFFICIAL**

Easy – I wasn't sure if you had a pass.  
No worries, I look forward to meeting in person then.

**OFFICIAL**

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Monday, 27 May 2024 2:12 PM  
**To:** s47F [redacted]@mo.communications.gov.au>  
**Subject:** RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

Thanks s47F [redacted]  
Let's lock in 10.30am on Tuesday of next week (4<sup>th</sup>) at Aussies. If there's no space there, we could head around the staff café. I've got an APH pass, so all good either way.  
And if you'd like an e-invite, please let know.  
Thanks for making the time for this.

Regards,  
s47F [redacted]

Director



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**From:** s47F [redacted]@mo.communications.gov.au>  
**Sent:** Monday, May 27, 2024 12:30 PM

To: s47F [redacted]@mcmsc.com.au>

Subject: RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

**OFFICIAL**

Yes, that works well.

Let's grab a coffee – what's easier for you, Queen's Terrace or Aussie's?

**OFFICIAL**

---

From: s47F [redacted]@mcmsc.com.au>

Sent: Monday, 27 May 2024 11:27 AM

To: s47F [redacted]@mo.communications.gov.au>

Subject: RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

That's great, s47F [redacted]

Next Tuesday (4<sup>th</sup>) mid-morning would work well for me. Should we aim for 10.30am. I'm happy to come to your office or meet you for a coffee (whichever is easier for you).

And if you'd like me to send you an e-invite for your diary, I'd be pleased to do this.

Regards,

s47F [redacted]

Director



s47F [redacted]

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From: s47F [redacted]@mo.communications.gov.au>

Sent: Monday, May 27, 2024 11:06 AM

To: s47F [redacted]@mcmsc.com.au>

Subject: RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

**OFFICIAL**

Hi s47F [redacted]

Thanks for reaching out – it's good to connect with you.

I'm more than happy to catch up to get a better understanding of ISGA's work in Australia and current key priorities/concerns.

Let's try to meet prior to the CEO's visit and the event (that I'll come back to you separately on) – how's next Monday or Tuesday mid-morning?

Kind regards

s47F [redacted]

s47F [redacted] | Adviser

Office of the Hon Michelle Rowland MP

Minister for Communications

Federal Member for Greenway

M: s47F [redacted]

E: s47F [redacted]@mo.communications.gov.au

**OFFICIAL**

---

From: s47F [redacted]@mcmsc.com.au>

Sent: Friday, 24 May 2024 5:11 PM

To: s47F [redacted]@mo.communications.gov.au>

Subject: Initial Information - International Social Games Association

Good afternoon s47F [redacted]

Your colleague, Amanda Watson, who I met with a couple of weeks ago, passed on your contact details, as I think you are now the relevant Advisor in the Minister's office (after s47F [redacted] departure) for games issues.

By way of introduction, I manage government relations in Australia for the international industry body for mobile games (i.e. video games played on mobile devices), the International Social Games Association (ISGA, [www.isga.org](http://www.isga.org)).

It would be great if you have a few minutes for me to catch up with you at Parliament House to provide you with a brief overview about who the ISGA is and its commitment to industry self-regulation.

I am also about to send through separate communication relating to the upcoming visit to Australia of the ISGA's Interim CEO, Mr Nick Stringer (London-based), and a Parliamentary Friends of Video Games event that the ISGA (in collaboration with Australia's Interactive Games and Entertainment Association) is supporting at Parliament House in late June.

If you can please let me know if an initial meeting with you is going to be possible, it would be appreciated (I am Canberra-based).

Thanks for your help.

Regards,

s47F

Director



s47F

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Monday, 27 May 2024 11:32 AM  
**To:** s47F [redacted]  
**Subject:** RE: Initial Information - Parliamentary Friends of Video Games Event [SEC=OFFICIAL]

Thank you, s47F [redacted]

Of course, please feel free to liaise directly with the government Co-Chair of the group, Assistant Minister Watts.

Thanks for your help with this.

Regards,

s47F [redacted]  
 Director



s47F [redacted]  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
 GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted]  
**Sent:** Monday, May 27, 2024 11:21 AM  
**To:** s47F [redacted]  
**Cc:** Watson, Amanda  
**Subject:** RE: Initial Information - Parliamentary Friends of Video Games Event [SEC=OFFICIAL]

**OFFICIAL**

Hi s47F [redacted]

Thank you for confirming these details and for the kind invitation.

We'll work with the Minister and her Executive Officer s47F [redacted] this week to review this opportunity and come back to you.

Kind regards  
 s47F [redacted]

s47F [redacted] | **Adviser**  
 Office of the Hon Michelle Rowland MP  
 Minister for Communications  
 Federal Member for Greenway



M: s47F  
 E: s47F @mo.communications.gov.au

**OFFICIAL**

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**From:** s47F @mcmsc.com.au>  
**Sent:** Friday, 24 May 2024 5:54 PM  
**To:** s47F @mo.communications.gov.au>  
**Cc:** Watson, Amanda s47F @mo.communications.gov.au>  
**Subject:** Initial Information - Parliamentary Friends of Video Games Event

Further our previous contact, s47F (Amanda), I am writing to confirm that, in the event that you haven't yet been advised by the Co-Chair of the friendship group, a Parliamentary Friends of Video Games event has been scheduled to take place at Parliament House from 6pm-8pm on Tuesday, 25 June.

The group was only recently re-established and this will be the first event of this group in the current Parliamentary term.

The event is being supported/arranged by the [International Social Games Association](#) (ISGA, our client) in partnership with Australia's [Interactive Games and Entertainment Association](#) (IGEA). For reference, the ISGA is the global non-profit industry association established in 2013 to develop and communicate global best practices in mobile games. The ISGA represents a full cross-section of mobile games businesses (i.e. games played on mobile devices/tablets), including Playtika, Zynga, Playstudios, Greentube, SciPlay, Pixel United, IGT and Huuuge Games.

While the running sheet for the formalities at the event hasn't yet been developed, both the ISGA (and the IGEA) would welcome the Minister being available to speak for a minute or two at the event.

Both the ISGA and the IGEA will work with the Co-Chairs of the event and you to see if this is going to be possible.

If you need any further information, please let me know.

Thanks for your help and have a good weekend.

Regards,

s47F  
 Director



s47F  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
 GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Friday, 10 May 2024 3:34 PM  
**To:** Minister.Rowland.MO  
**Cc:** Rafizadeh, Shervin; Watson, Amanda  
**Subject:** Correspondence - International Social Games Assoc  
**Attachments:** 202405 ISGA Letter to Minister Rowland New CEO.pdf

Good afternoon.

Please find attached correspondence to the Minister from s47F [redacted], Chairman, International Social Games Association (our client).

Regards,

s47F [redacted]  
Director



s47F [redacted]  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
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10 May 2024

Hon Michelle Rowland MP  
Minister for Communications  
PO Box 6022  
House of Representatives  
Parliament House  
CANBERRA ACT 2600  
By email: [Minister.Rowland@MO.communications.gov.au](mailto:Minister.Rowland@MO.communications.gov.au)

Dear Minister

The International Social Games Association (ISGA) – the global non-profit industry association established in 2013 to develop and communicate global best practices in games played on mobile devices – wishes to inform you of the appointment of Mr Nick Stringer as Interim Chief Executive Officer. Confirmation of his permanent appointment is expected in the near future.

Mr Stringer is a highly experienced public policy professional with broad experience in global technology and associated policy areas.

He is a past Chair of the European Interactive Digital Advertising Alliance, he worked in regulatory affairs for the Interactive Advertising Bureau – the UK’s industry body for digital advertising – for more than seven years and he was Government and Public Policy Manager with a leading global telecommunications operator/digital service provider for more than seven years.

As you may recall, the ISGA ([www.i-sga.org](http://www.i-sga.org)) is strongly committed to constantly and actively promoting best practice and other compelling elements of self-regulation to the mobile games sector, both in Australia and on a global basis. Mr Stringer will continue the work the ISGA has carried out on this important pathway, which has included measures such as the establishment and maintenance of the Smart Mobile Gamers website ([www.smartmobilegamers.org](http://www.smartmobilegamers.org)) and the development of a regularly updated set of Best Practice Principles for social games companies (which are available on the ISGA’s website here: <https://www.i-sga.org/best-practice-v5>).

Mr Stringer replaces §47F, who, after 11 years, has left the ISGA to take up a role in the corporate sector.

Mr Stringer is based in London, but expects to be in Australia on a regular basis, including in June, when he looks forward to meeting you in person, if this can be arranged.

The ISGA’s Canberra-based government relations advisor (§47F), MCM Strategic Communications – §47F [@mcmssc.com.au](mailto:§47F@mcmssc.com.au), §47F) will contact your office to follow up on this correspondence and to further explore arranging a potential meeting.

In the interim, if there’s any further information that you require from the ISGA, please contact either Mr Stringer §47F or §47F.

Thank you for your consideration.

Yours sincerely

S47F



Chairman

**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Friday, 10 May 2024 12:51 PM  
**To:** Watson, Amanda  
**Subject:** Re: s47F [redacted] - Intro International Social Games Association [SEC=OFFICIAL]

I can, Amanda.

I'm 2 mins away.

Regards,

s47F [redacted]  
Director  
MCM Strategic Communications  
s47F [redacted]  
www.mcmsc.com.au

On 10 May 2024, at 12:49 PM, Watson, Amanda s47F [redacted]@mo.communications.gov.au> wrote:

OFFICIAL

Hi s47F [redacted]

Were you coming to me?

OFFICIAL

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Friday, 10 May 2024 12:43 PM  
**To:** Watson, Amanda  
**Subject:** Re: Initial Information - International Social Games Association [SEC=OFFICIAL]

Hi Amanda.

To let you know - I'm at Aussies when you are ready.

Regards,

s47F [redacted]  
 Director  
 MCM Strategic Communications  
 s47F [redacted]  
 www.mcmsc.com.au

On 6 May 2024, at 4:01 PM, Watson, Amanda s47F [redacted]@mo.communications.gov.au> wrote:

OFFICIAL

Yep sounds good

OFFICIAL

---

**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Monday, 6 May 2024 4:00 PM  
**To:** Watson, Amanda s47F [redacted]@mo.communications.gov.au>  
**Subject:** RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

No worries at all, Amanda.

Your colleague passed on a kind message letting me know.

12.30pm-1pm on Friday sounds great. Should we meet for a coffee at Aussies?

I can send an e-request for your diary, if you like.

Regards,

s47F [redacted]  
 Director  
 <image003.jpg>

s47F [redacted]  
[www.mcmsc.com.au](http://www.mcmsc.com.au)  
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**From:** Watson, Amanda [s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)  
**Sent:** Monday, May 6, 2024 3:57 PM  
**To:** [s47F@mcmisc.com.au](mailto:s47F@mcmisc.com.au)  
**Subject:** RE: Initial Information - International Social Games Association [SEC=OFFICIAL]

OFFICIAL

Hi [s47F](mailto:s47F)

Thank you for following up with the Office today.

It has been incredibly busy of late, so forgive my tardiness.

I will be in Sydney tomorrow until Thursday afternoon – if you're around on Friday I will be back in Canberra and happy to catch up.

I have a good window 12.30 – 2.30pm

Cheers  
 AW

OFFICIAL

---

**From:** [s47F@mcmisc.com.au](mailto:s47F@mcmisc.com.au)  
**Sent:** Wednesday, 1 May 2024 8:24 AM  
**To:** Watson, Amanda [s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)  
**Subject:** FW: Initial Information - International Social Games Association

Good morning Amanda.

Following up on my note from last week, below.

If you are Canberra-based, would it be possible to meet to introduce the ISGA...potentially early next week. If you can please let me know when you have a moment, that'd be great.

Regards,

[s47F](mailto:s47F)

Director

<image005.jpg>

[s47F](mailto:s47F)

[www.mcmisc.com.au](http://www.mcmisc.com.au)

GPO Box 1692, Canberra ACT 2601

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**From:** [s47F](mailto:s47F)  
**Sent:** Wednesday, April 24, 2024 5:43 PM  
**To:** Amanda Watson [s47F@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)  
**Subject:** Initial Information - International Social Games Association



Further to my previous communication, Amanda, I manage government relations in Australia for the international industry body for mobile games, the International Social Games Association (ISGA, [www.i-sga.org](http://www.i-sga.org)).

If you are open to this, I would like to provide you with a brief overview about who the ISGA is and its commitment to industry self-regulation.

If you are Canberra-based, perhaps I could call past Parliament House if you have a spare 20 minutes, hopefully before Parliament resumes.

If you can please let me know when you have a moment, that'd be great.

Regards,

s47F

Director

<image005.jpg>

s47F

[www.mcmssc.com.au](http://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>)

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**From:** s47F [redacted]@mcmsc.com.au>  
**Sent:** Wednesday, 24 April 2024 5:37 PM  
**To:** [redacted]  
**Cc:** Watson, Amanda  
**Subject:** RE: Introduction [SEC=OFFICIAL]

Thank you, s47F [redacted].

Good to e-meet you, Amanda. I'll send you a separate email about a potential catch-up.

Regards,

s47F [redacted]

Director



s47F [redacted]

[www.mcmsc.com.au](http://www.mcmsc.com.au)

GPO Box 1692, Canberra ACT 2601

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**From:** s47F [redacted]  
**Sent:** Wednesday, April 24, 2024 3:19 PM  
**To:** s47F [redacted]  
**Cc:** Watson, Amanda  
**Subject:** Introduction [SEC=OFFICIAL]

**OFFICIAL**

Hi s47F [redacted]

As flagged earlier this week, I'm finishing up in Minister Rowland's office and heading off to take some leave.

Amanda Watson, who has recently joined the office as Deputy COS, will be picking up responsibility for classification policy going forward. I'll leave you in her capable hands.

s47F [redacted]

s47F [redacted] | **Senior Adviser**  
 Office of the Hon Michelle Rowland MP  
 Minister for Communications  
 Federal Member for Greenway

Suite M1.41 Parliament House, Canberra

**M:** s47F [redacted]  
**E:** s47F [redacted]@mo.communications.gov.au

**OFFICIAL**

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**From:** Rob Nicholls <robert.nicholls@sydney.edu.au>  
**Sent:** Thursday, 18 April 2024 1:14 PM  
**To:** Rowland Invitations  
**Subject:** Re: Photo of Michelle [SEC=OFFICIAL]

Thanks so much!

Kind regards

Rob

**Rob Nicholls**  
**Senior Research Associate**  
**The University of Sydney**  
Media and Communications, School of Art, Communication and English  
Faculty of Arts and Social Sciences  
The University of Sydney | NSW | 2006  
+61 412 646 477  
[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au) | [sydney.edu.au](http://sydney.edu.au)

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**From:** Rowland Invitations <RowlandInvitations@COMMUNICATIONS.gov.au>  
**Date:** Thursday, 18 April 2024 at 13:11  
**To:** Rob Nicholls <robert.nicholls@sydney.edu.au>  
**Subject:** RE: Photo of Michelle [SEC=OFFICIAL]

OFFICIAL

Hi Rob! Sure thing 😊 See attached.

s  
4

OFFICIAL

---

**From:** Rob Nicholls <robert.nicholls@sydney.edu.au>  
**Sent:** Thursday, 18 April 2024 11:52 AM  
**To:** Rowland Invitations <RowlandInvitations@COMMUNICATIONS.gov.au>  
**Subject:** Photo of Michelle

s47F

Do you have a photograph of Michelle that we can use at our launch next Wednesday?  
I'm after the one that would go with media releases.  
Kind regards

Rob

**Rob Nicholls**  
**Senior Research Associate**  
**The University of Sydney**  
Media and Communications, School of Art, Communication and English  
Faculty of Arts and Social Sciences

The University of Sydney | NSW | 2006  
+61 412 646 477  
[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au) | [sydney.edu.au](http://sydney.edu.au)  
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**From:** Rob Nicholls <robert.nicholls@sydney.edu.au>  
**Sent:** Wednesday, 3 April 2024 11:54 AM  
**To:** Rowland Invitations  
**Subject:** Re: International Digital Policy Observatory launch [SEC=OFFICIAL]

s47F

This is fabulous!  
Please thank Michelle for this great and helpful video!  
It means that I will not be in tomorrow.  
Kind regards  
Rob

**Rob Nicholls**  
**The University of Sydney**  
Media and Communications, School of Art, Communication and English  
Faculty of Arts and Social Sciences  
The University of Sydney | NSW | 2006  
+61 412 646 477  
[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au) | [sydney.edu.au](http://sydney.edu.au)  
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**From:** Rowland Invitations <RowlandInvitations@COMMUNICATIONS.gov.au>  
**Date:** Wednesday, 3 April 2024 at 11:39  
**To:** Rob Nicholls <robert.nicholls@sydney.edu.au>  
**Subject:** RE: International Digital Policy Observatory launch [SEC=OFFICIAL]

OFFICIAL

Hi Rob – got a bounceback on this, probably due to the file size. I've included a downloadable link instead.

s22(1)(a)(ii)

OFFICIAL

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**From:** Rowland Invitations  
**Sent:** Wednesday, 3 April 2024 11:29 AM  
**To:** 'Rob Nicholls' <robert.nicholls@sydney.edu.au>  
**Subject:** RE: International Digital Policy Observatory launch [SEC=OFFICIAL]

OFFICIAL

Thanks Rob.

Apologies, there was a misunderstanding in our office and our team prepared some lines for Michelle and had her pre-record them (they didn't realise you were coming in to film).

I've attached what has been recorded – let me know if that's okay, hopefully it will save you a trip tomorrow.

Apologies again for the misunderstanding on our office's part.

Thank you,

s47F

OFFICIAL

**From:** Rob Nicholls <[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au)>  
**Sent:** Saturday, 30 March 2024 10:20 AM  
**To:** Rowland Invitations <[RowlandInvitations@COMMUNICATIONS.gov.au](mailto:RowlandInvitations@COMMUNICATIONS.gov.au)>  
**Subject:** Re: International Digital Policy Observatory launch [SEC=OFFICIAL]

s47F

I attach a draft for Michelle's intro on Thursday at the CPO.

We can do one of two options:

1. Michelle uses the draft to prepare notes for the "to camera" pre-record; or
2. Michelle amends the draft and I bring along a teleprompter for the amended draft.

In any case, I'll bring a wireless lapel mic, light and I will be using a smartphone on a tripod for the recording. If we use the teleprompter, I will bring along a shotgun microphone and the teleprompter will voice track Michelle.

Please let me know what suits best.

See you on Thursday.

Kind regards

Rob

**Rob Nicholls**  
**Senior Research Associate**  
**The University of Sydney**  
 Media and Communications, School of Art, Communication and English  
 Faculty of Arts and Social Sciences  
 The University of Sydney | NSW | 2006  
 +61 412 646 477  
[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au) | [sydney.edu.au](http://sydney.edu.au)  
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**From:** Rowland Invitations <[RowlandInvitations@COMMUNICATIONS.gov.au](mailto:RowlandInvitations@COMMUNICATIONS.gov.au)>  
**Date:** Thursday, 14 March 2024 at 17:57  
**To:** Rob Nicholls <[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au)>  
**Subject:** RE: International Digital Policy Observatory launch [SEC=OFFICIAL]

OFFICIAL

Thanks Rob, if you send to me that will be great! 😊

s  
4

OFFICIAL

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**From:** Rob Nicholls <[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au)>  
**Sent:** Thursday, 14 March 2024 3:15 PM  
**To:** Rowland Invitations <[RowlandInvitations@COMMUNICATIONS.gov.au](mailto:RowlandInvitations@COMMUNICATIONS.gov.au)>  
**Subject:** Re: International Digital Policy Observatory launch [SEC=OFFICIAL]

s47F

Many thanks for this. 9:00 on Thursday 4 April at the CPO would be great.  
 Should I send briefing materials to you or to Michelle? I know how busy her inbox is!



Rob

**Rob Nicholls**  
The University of Sydney  
Media and Communications, School of Art, Communication and English  
Faculty of Arts and Social Sciences  
The University of Sydney | NSW | 2006  
[+61 412 646 477](tel:+61412646477)  
[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au) | [sydney.edu.au](http://sydney.edu.au)  
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**From:** Rowland Invitations <[RowlandInvitations@COMMUNICATIONS.gov.au](mailto:RowlandInvitations@COMMUNICATIONS.gov.au)>  
**Date:** Thursday, 14 March 2024 at 12:26  
**To:** Rob Nicholls <[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au)>  
**Subject:** RE: International Digital Policy Observatory launch [SEC=OFFICIAL]

**OFFICIAL**

Hi Rob,

Michelle is happy to do this for you. Her diary is pretty tight between now and then but could do 9.00am on Thursday 4 April at the CPO?

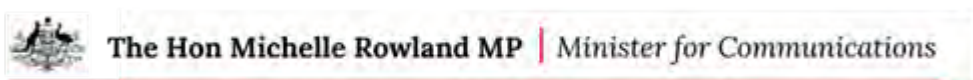
Thank you

s47F

s47F

**Executive Officer**  
Office of the Hon Michelle Rowland MP  
Minister for Communications  
Member for Greenway

Suite M1.41 Parliament House, Canberra  
**P:** s47F **M:** s47F  
**E:** s47F [@mo.communications.gov.au](mailto:s47F@mo.communications.gov.au)



 I acknowledge the traditional custodians of this land and pay my respects to Elders past, present and emerging.

---

**From:** Rob Nicholls <[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au)>  
**Sent:** Thursday, February 29, 2024 2:24:06 AM  
**To:** Rowland, Michelle s47F  
**Subject:** International Digital Policy Observatory launch

Dear Michelle

TL;DR – Can I do a video recording of about two minutes of you welcoming the launch?

In 2023, team from University of Sydney, UNSW, and UTS were awarded a grant from the Australian Research Council to develop an “International Digital Policy Observatory” (IDPO). The IDPO is the world’s first comprehensive freely accessible database to track developments in digital/Internet regulation internationally. The facility provides a tool for research into the effectiveness of different approaches to regulation. It is designed for academics, regulators, industry, advocacy groups, and their advisors. The aim is to place Australia at the forefront of regulatory best practice in the digital economy.

The IDPO will be launched at a breakfast event on 24 April. We would be delighted if you can attend. [REDACTED] has kindly agreed to be the keynote speaker. The event will be hosted by [REDACTED] at Level 35, Tower Two, International Towers, 200 Barangaroo Avenue, Sydney NSW 2000. The event will run from 7:30 for 8:00 with everything wrapped up by 9:30.

I understand that you have a complex calendar (!! ) and may not be able to fit this in. If I could meet you in the constituency or the CPO and record a two minute video, that would be great!

Kind regards

Rob

**Rob Nicholls**  
**The University of Sydney**  
Media and Communications, School of Art, Communication and English  
Faculty of Arts and Social Sciences  
The University of Sydney | NSW | 2006  
+61 412 646 477  
[robert.nicholls@sydney.edu.au](mailto:robert.nicholls@sydney.edu.au) | [sydney.edu.au](http://sydney.edu.au)  
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Hello

My name is Michelle Rowland.

I'm really pleased to be able to take part in the launch of the International Digital Policy Observatory or IDPO.

Managing policy in the dynamic digital sector is challenging. There is the over-arching requirement to ensure that consumers are kept safe a treated with respect. There are also national security as well as personal security considerations. On the other hand, there is a need to ensure that new ideas that have societal benefits are allowed to grow and thrive. We also need to encourage Australian innovation in the sector.

That's why I'm so keen on the IDPO. The observatory has come about through inter-disciplinary work across three sectors. The first is academic, where each of the University of Sydney, UNSW, and the University of Technology Sydney have combined their strengths to work together. The second is government, where the Australian Research Council has provided funding through the Linkage Infrastructure, Equipment and Facilities scheme. Academics call this a LIEF. The third is the involvement of industry and the project has also received support from the Australian Information Industry Association.

When Rob Nicholls briefed me on this launch, he mentioned something else that shows the benefits of inter-sector and transdisciplinary research. When the universities were preparing the LIEF grant application, they reached out for help from user groups. This included <sup>s47F</sup> [REDACTED], our <sup>s47F</sup> [REDACTED] host for the launch. It also included the Digital Platforms Working Group. That is, people from the Australian Competition and Consumer Commission, The Australian Communications and Media Authority, the Office of the Australian Information Commissioner and the Office of the e-Safety Commissioner.

I'm pleased to say that the development of the IDPO has been driven by the needs of regulators and policy developers and I look forward to its continuing success.

**From:** s47F [redacted]@sportsbet.com.au>  
**Sent:** Tuesday, 19 March 2024 7:04 PM  
**To:** s47F [redacted]; s47F [redacted]  
**Cc:** [redacted]  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

Much appreciated all. See you next week

s47F [redacted]  
**Head of Public Affairs**  
Ph: s47F [redacted] | Email s47F [redacted]@sportsbet.com.au  
s47F [redacted] 367 Collins Street, Melbourne VIC 3000



---

**From:** s47F [redacted]  
**Sent:** Tuesday, March 19, 2024 5:31 PM  
**To:** s47F [redacted]; s47F [redacted]  
**Cc:** s47F [redacted]  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

That's good for me. Thanks all

---

**From:** s47F [redacted]@MO.Communications.gov.au>  
**Date:** 19 March 2024 at 5:25:56 PM AEDT  
**To:** s47F [redacted]@sportsbet.com.au>; s47F [redacted]@dss.gov.au>  
**Cc:** s47F [redacted]@mo.communications.gov.au>  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

**OFFICIAL**

2:30 works on our end, how are you looking s47F [redacted] ?

s47F [redacted]  
**OFFICIAL**

---

**From:** s47F [redacted]@sportsbet.com.au>  
**Sent:** Tuesday, 19 March 2024 4:57 PM  
**To:** s47F [redacted]@MO.Communications.gov.au>; s47F [redacted]@dss.gov.au>  
**Cc:** s47F [redacted]@mo.communications.gov.au>  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

Yes we can do that for sure – thank you. Let me know exact time and where you'd like us to come?

s47F [redacted]  
**Head of Public Affairs**

Ph: s47F | Email s47F @sportsbet.com.au  
s47F 367 Collins Street, Melbourne VIC 3000



---

**From:** s47F @MO.Communications.gov.au>  
**Sent:** Tuesday, March 19, 2024 3:52 PM  
**To:** s47F @sportsbet.com.au>; s47F @dss.gov.au  
**Cc:** s47F @mo.communications.gov.au>  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

**OFFICIAL**

During QT would be better on our end if that's possible for you?

s47F

**OFFICIAL**

---

**From:** s47F @sportsbet.com.au>  
**Sent:** Tuesday, 19 March 2024 1:55 PM  
**To:** s47F @MO.Communications.gov.au>; s47F @dss.gov.au  
**Cc:** s47F @mo.communications.gov.au>  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

Thanks s47F

And hello s47F

Next week is all good. Could Tues morning (March 26<sup>th</sup>) work? We would be travelling up for the day.

Regards

s47F

s47F

**Head of Public Affairs**

Ph: s47F | Email s47F @sportsbet.com.au  
s47F 367 Collins Street, Melbourne VIC 3000



---

**From:** s47F @MO.Communications.gov.au>  
**Sent:** Tuesday, March 19, 2024 11:11 AM  
**To:** s47F @sportsbet.com.au>; s47F @dss.gov.au  
**Cc:** s47F @mo.communications.gov.au>  
**Subject:** RE: Meeting Request - Sportsbet [SEC=OFFICIAL]

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**OFFICIAL**

Hi s47F we'd be happy to meet with yourself and s47F this sitting period, though would next week be possible?

I've also copied in s47F who has recently joined Minister Rowland's office and will be working with me on online gambling policy matters in the Comms portfolio.

Thanks

s47F

**OFFICIAL**

**From:** s47F <[redacted]@sportsbet.com.au>

**Sent:** Wednesday, 13 March 2024 1:40 PM

**To:** s47F <[redacted]@MO.Communications.gov.au>; s47F <[redacted]@dss.gov.au>

**Subject:** Meeting Request - Sportsbet

Dear s47F and s47F

I am writing to request 30 mins of your time for my colleague s47F and I to meet with you in Canberra to discuss Sportsbet's view on a number of recommendations of the Online Gambling Inquiry. We are conscious that the Government and departments have been undertaking detailed and thorough consultation with a particular focus on the topic of advertising.

However, as you know, the Inquiry made a series of other recommendations and we'd be grateful for an opportunity to address some of these with you.

If you are available, we'd be able to travel to Canberra on Wednesday 20 March. However I appreciate that you are both extremely busy and so if a different day suits we will endeavour to make that work.

I look forward to hearing from you.

Regards

s47F

s47F

**Head of Public Affairs**

Ph: s47F | Email: s47F <[redacted]@sportsbet.com.au>

s47F 367 Collins Street, Melbourne VIC 3000



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