

s22(1)(a)(ii)

From: s47F <s47F@ afl.com.au>
Sent: Friday, 19 July 2024 10:20 AM
To: s22(1)(a)(ii)
Subject: Re: Meeting with AFL to discuss wagering advertising next steps [SEC=OFFICIAL]

Perfect

Thank you will do ignore last email

s47F
Executive Manager Government and Stakeholder Relations
AFL House - Melbourne, Victoria
M: s47F



*We acknowledge the Traditional Owners of the land across Australia and acknowledge we play our great game on this land and respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of Australian Football.
Please consider the environment before printing this email.*

On 19 Jul 2024, at 10:18 AM, s22(1)(a)(ii) wrote:

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Report Suspicious

OFFICIAL

Hi s47F

We don't usually send invites from our end however, below is the WebEx link and if you can please add it to the diaries on your end. The meeting is scheduled as discussed. 😊

~ ~ ~ ~ ~

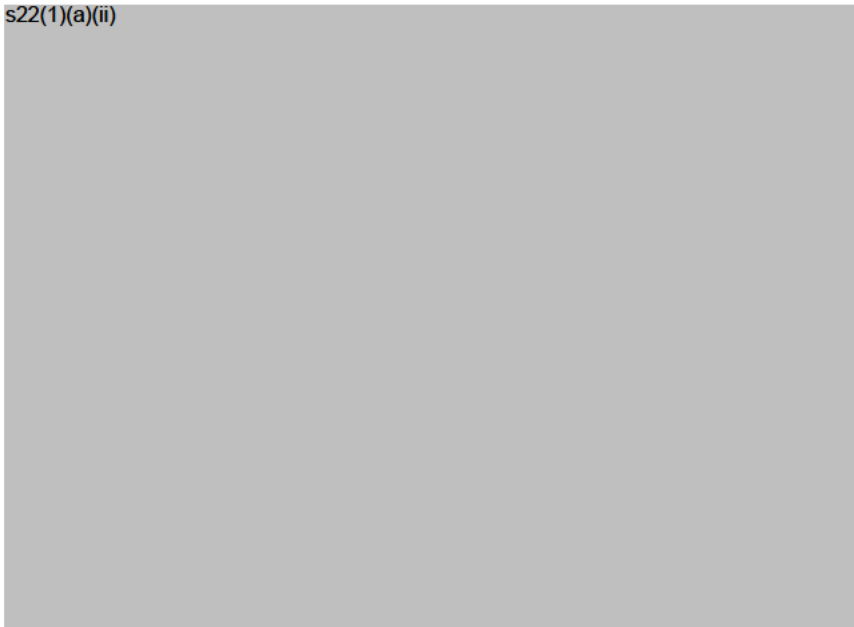
-- Do not delete or change any of the following text. --

When it's time, join your Webex meeting here.

s22(1)(a)(ii)



s22(1)(a)(ii)



s22(1)(a)(ii)

Office of the Hon Michelle Rowland MP

M: s22(1)(a)(ii)

OFFICIAL

From: s47F

Sent: Friday, 19 July 2024 10:15 AM

To: s22(1)(a)(ii)

Subject: Re: Meeting with AFL to discuss wagering advertising next steps [SEC=OFFICIAL]

Hi s22(1)(a)

(iii)
Can I please get the following added to the meeting

s47F @afl.com.au

s47F @afl.com.au

s47F @afl.com.au

Thanks so much

s47F

Executive Manager Government and Stakeholder Relations

AFL House - Melbourne, Victoria

M: s47F



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respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of Australian Football.

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On 19 Jul 2024, at 9:41 AM, s22(1)(a)(ii)

<s22(1)(a)(ii)@mo.communications.gov.au> wrote:

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OFFICIAL

Hi s47F

Thank you for your time earlier. Would 6:15pm on Monday suit you?
s22(1)(a)(ii)

Office of the Hon Michelle Rowland MP

M: s22(1)(a)(ii)

OFFICIAL

From: s47F <s47F@[afl.com.au](mailto:s47F@afl.com.au)>

Sent: Friday, 19 July 2024 8:34 AM

To: Rafizadeh, Shervin <s22(1)(a)(ii)@[MO.communications.gov.au](mailto:s22(1)(a)(ii)@mo.communications.gov.au)>

Cc: s22(1)(a)(ii)@[MO.communications.gov.au](mailto:s22(1)(a)(ii)@mo.communications.gov.au); Rowland

Invitations <RowlandInvitations@COMMUNICATIONS.gov.au>; s22(1)(a)(ii)

s22(1)(a)(ii)@[mo.communications.gov.au](mailto:s22(1)(a)(ii)@mo.communications.gov.au); Lopez, Margaret

s22(1)(a)(ii)@[communications.gov.au](mailto:s22(1)(a)(ii)@communications.gov.au); dimity.paul@health.gov.au; GARRY,

Chris <Chris.GARRY@health.gov.au>

Subject: Re: Meeting with AFL to discuss waging advertising next steps
[SEC=OFFICIAL]

Hello Shervin,

I have confirmed with Andrew and hopefully the Monday time slot is still ok?

If you could send invite to myself and Andrew Dillon at s47F@[afl.com.au](mailto:s47F@afl.com.au)

and I will confirm if one of our legal team will join also.

Thanks so much for organising.

Have a good weekend all.

s47F

s47F

Executive Manager Government and Stakeholder Relations

AFL House - Melbourne, Victoria

M: s47F



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respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of Australian Football.

Please consider the environment before printing this email.

On 18 Jul 2024, at 3:03 PM, Rafizadeh, Shervin

<s22(1)(a)(ii)@[mo.communications.gov.au](mailto:s22(1)(a)(ii)@mo.communications.gov.au)> wrote:

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OFFICIAL

Dear s47F

Thank you for the time on the phone earlier today.

I have cc'd s22(1)(a)(ii) who can help schedule a call with the Minister and CEO early next week.

The Minister has some availability from 5:00-6:15pm on Monday afternoon 22 July, or between 8:30 – 10:15am on Tuesday 23 July.

As noted earlier, the Government has not made a final decision on wagering advertising reform, but there is a model the Government would like to consult on.

The Minister would like to outline where considerations on wagering advertising are up to, the consultation process that will follow, and timeframes.

The initial meeting is not intended to present the model in detail. Rather, following the meeting, we will arrange briefings with the Department and MO to go through the model and mitigation considerations in greater detail, commencing the week of 29 July. In that period ahead of the detailed briefing, the Department will progress NDAs to support the confidentiality of the discussions across all stakeholders, and I've cc'd Margaret Lopez as this will be looked after by her team.

I've also cc'd in s22(1)(a)(ii) who is the Minister's new adviser on online wagering.

Staff from the PMO and office of Minister Wells may also join some of these discussions.

Feel free to give me a call if you have any questions – otherwise grateful if a suitable time with s22(1)(a)(iii) can be arranged.

Regards

Shervin Rafizadeh | s22(1)(a)(ii)

Chief of Staff

Office of the Minister for Communications, the Hon Michelle Rowland MP

OFFICIAL

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s22(1)(a)(ii)


From: s22(1)(a)(ii)
Sent: Friday, 19 July 2024 2:12 PM
To: s47F
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

OFFICIAL

Hi s47F

Please see WebEx link below.

s22(1)(a)(ii)



s22(1)(a)(ii)

s22(1)(a)(ii)

Office of the Hon Michelle Rowland MP

M: s22(1)(a)(ii)

OFFICIAL

From: s47F <s47F@nrl.com.au>
Sent: Friday, 19 July 2024 2:03 PM
To: s22(1)(a)(ii)@MO.communications.gov.au
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

That's great news, s22(1)(a)(ii) Thank you for confirming.

5.50pm on Monday 22 July is fine for Andrew.

Will you send through an appointment with a MS Teams link?

Kind regards

s47F



National Rugby League Ltd

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Executive Officer
ARLC & CEO Office
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w nrl.com

Rugby League Central
Driver Avenue
Moore Park NSW 2021



The Australian Rugby League Commission acknowledges the Traditional Owners of country throughout Australia. We pay our respects to the Elders past and present.



From: s22(1)(a)(ii)@MO.communications.gov.au
Sent: Friday, July 19, 2024 1:58 PM
To: s47F <s47F@nrl.com.au>
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

OFFICIAL

Hi s47F

I was able to shuffle a few things from Monday and we can now do the meeting with you at 5:50pm – 6:10pm?

s22(1)(a)(ii)
Office of the Hon Michelle Rowland MP
M: s22(1)(a)(ii)

OFFICIAL

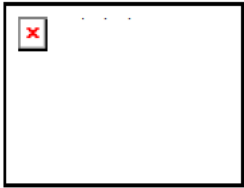
From: s47F <s47F@nrl.com.au>
Sent: Friday, 19 July 2024 12:54 PM
To: s22(1)(a)(ii)@MO.communications.gov.au>
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

Hi s22(1)(a)(ii)

I'm sorry but I can't make Tuesday morning work. Andrew has a long-standing commitment as well as media commitments.

Given Tuesday afternoon doesn't suit the Minister, would Wednesday 24th work?

Thanks
s47F



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From: s22(1)(a)(ii)@MO.communications.gov.au>
Sent: Friday, July 19, 2024 11:53 AM
To: s47F <s47F@nrl.com.au>
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

OFFICIAL

Hi s47F

The only availability is Tuesday morning unfortunately. Does 9:20am suit?

s22(1)(a)(ii)

Office of the Hon Michelle Rowland MP

M: s22(1)(a)(ii)

OFFICIAL

From: s47F <s47F@nrl.com.au>

Sent: Friday, 19 July 2024 11:45 AM

To: s22(1)(a)(ii) <@MO.communications.gov.au>; s47F

<s47F@nrl.com.au>

Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

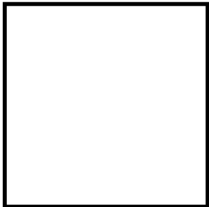
Hi s22(1)(a)(ii)

Andrew could do Tuesday afternoon.

Please let me know if there's a time you can make work.

Thanks

s47F



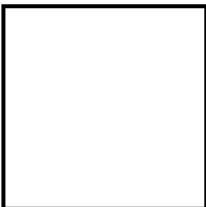
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Moore Park NSW 2021



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From: s22(1)(a)(ii) <@MO.communications.gov.au>

Sent: Friday, July 19, 2024 8:22 AM

To: s47F <s47F@nrl.com.au>; s47F <s47F@nrl.com.au>

Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

OFFICIAL

Apologies s47F

Please see below message for your reference. Are able to let me know availability for Tuesday?

s22(1)(a)(ii)

Office of the Hon Michelle Rowland MP

M: s22(1)(a)(ii)

OFFICIAL

From: s22(1)(a)(ii)
Sent: Friday, 19 July 2024 8:20 AM
To: s47F, <s47F@nrl.com.au>
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

OFFICIAL

Hi s47F

Unfortunately those times are no longer available. Would Tuesday morning suit you?

s22(1)(a)(ii)

Office of the Hon Michelle Rowland MP

M: s22(1)(a)(ii)

OFFICIAL

From: s47F <s47F@nrl.com.au>
Sent: Thursday, 18 July 2024 9:00 PM
To: Rafizadeh, Shervin <s22(1)(a)(ii)@MO.communications.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@MO.communications.gov.au>; Rowland Invitations <RowlandInvitations@COMMUNICATIONS.gov.au>
Cc: s22(1)(a)(ii) <s22(1)(a)(ii)@mo.communications.gov.au>; Lopez, Margaret <s22(1)(a)(ii)@communications.gov.au>; Dimity.PAUL@Health.gov.au; GARRY, Chris <Chris.GARRY@Health.gov.au>; s47F <s47F@nrl.com.au>
Subject: RE: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

Good evening Shervin,

Thank you for your email and time on the phone earlier today.

Andrew could potentially to 5:45pm to 6:15pm next Monday evening. Please advise if this time is suitable for the Minister. I've cc'd s47F, NRL CEO Office Executive Officer.

Don't hesitate to call anytime to discuss, and I look forward to hearing back from you soon.

Regards

s47F



National Rugby League Ltd

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General Manager – Government & Policy

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Driver Avenue
Moore Park NSW 2021



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From: Rafizadeh, Shervin s22(1)(a)(ii) @MO.communications.gov.au>
Sent: Thursday, July 18, 2024 3:06 PM
To: s47F <s47F@nrl.com.au>; s22(1)(a)(ii) @MO.communications.gov.au>; Rowland Invitations <RowlandInvitations@COMMUNICATIONS.gov.au>
Cc: s22(1)(a)(ii) @mo.communications.gov.au>; Lopez, Margaret s22(1)(a)(ii) @communications.gov.au>; Dimity.PAUL@Health.gov.au; GARRY, Chris <Chris.GARRY@Health.gov.au>
Subject: Meeting with NRL to discuss wagering advertising next steps [SEC=OFFICIAL]

OFFICIAL

Dear s47F

Thank you for the time on the phone earlier today.

I have cc'd s22(1)(a)(iii) who can help schedule a call with the Minister and CEO early next week.

The Minister has some availability from 5:00-6:15pm on Monday afternoon 22 July, or between 8:30 – 10:15am on Tuesday 23 July.

As noted earlier, the Government has not made a final decision on wagering advertising reform, but there is a model the Government would like to consult on.

The Minister would like to outline where considerations on wagering advertising are up to, the consultation process that will follow, and timeframes.

The initial meeting is not intended to present the model in detail. Rather, following the meeting, we will arrange briefings with the Department and MO to go through the model and mitigation considerations in greater detail, commencing the week of 29 July.

In that period ahead of the detailed briefing, the Department will progress NDAs to support the confidentiality of the discussions across all stakeholders, and I've cc'd Margaret Lopez as this will be looked after by her team.

I've also cc'd in s22(1)(a)(ii) who is the Minister's new adviser on online wagering.

Staff from the PMO and office of Minister Wells may also join some of these discussions.

Feel free to give me a call if you have any questions – otherwise grateful if a suitable time with s22(1)(a)(iii) can be arranged.

Regards

Shervin Rafizadeh | s22(1)(a)(ii)
Chief of Staff
Office of the Minister for Communications, the Hon Michelle Rowland MP

OFFICIAL

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22 June 2022

The Hon Michelle Rowland MP
Minister for Communications

Via email: Michelle.Rowland.MP@aph.gov.au

Dear Minister Rowland,

I write to congratulate you on your recent election victory and on your appointment as Minister for Communications. I'd also like to take the opportunity to introduce myself and our game and provide an update on some of our recent events and work. I look forward to further discussions when we can meet in person.

The National Rugby League has enjoyed a strong relationship with the Australian Government, in particular the Department of Foreign Affairs and Trade, Department of Defence, and the National Indigenous Australia's Agency, and we look forward to continuing these relationships under the Labor administration.

The NRL continues to open doors, break down barriers, establish connections and create a sense of belonging through our numerous programs. Our programs aim to promote social cohesion, prevent violence against women and children, support the mental health of young people and provide young Indigenous Australians with the tools and confidence to ensure they successfully complete school and transition into further study, training or meaningful employment. We are committed to utilising the power of rugby league to make a difference, inspire communities and create positive social change.

The NRL is well positioned to grow. We are poised to start a new broadcast cycle in 2023, which will give our sport the resources needed to expand our footprint. Our new funding model will see more funding flow to grassroots rugby league than ever before; we will be introducing a 17th team, the Dolphins NRL into the Premiership in 2023; the Women's Premiership will excitingly go from 6 teams in 2022 to 8 in 2023 and 10 in 2024; and we are able to take NRL Telstra Premiership matches and major events to non-traditional venues as part of our plan to grow.

Across Australia at a grassroots level nearly 480,000 registered and non-registered players played rugby league - touch, tag and tackle - last year through school, district, regional and other competitions, and our alliance with Touch Football Australia makes our game Australia's largest sporting community. Female participation is the fastest growing area of our game, up 36%, and we now have more than 200 female only rugby league competitions across Australia.

We look forward to working closely with you during this Parliamentary term, as we collectively use rugby league as a vehicle to drive positive social change.

NATIONAL RUGBY LEAGUE LIMITED

Rugby League Central, Driver Avenue
Moore Park NSW 2021

Locked Bag 5000
Paddington NSW 2021

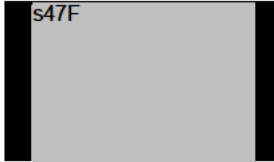
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NRL.COM
ABN 23 082 088 962



Once again, congratulations and if we can ever be of assistance, please don't hesitate to contact me or the NRL's Executive General Manager of Partnerships, s47F, on s47F or s47F [@nrl.com.au](mailto:s47F@nrl.com.au).

Yours sincerely,



Andrew Abdo
Chief Executive Officer
National Rugby League

NATIONAL RUGBY LEAGUE LIMITED

Rugby League Central, Driver Avenue
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NRL.COM
ABN 23 082 088 962



The Hon Michelle Rowland MP

Minister for Communications
Federal Member for Greenway

MC22-005386

Mr Andrew Abdo
Chief Executive Officer
National Rugby League Limited
Rugby League Central
Driver Avenue
MOORE PARK NSW 2021

Dear Mr Abdo

Andrew

Thank you for your generous letter of 22 June 2022 offering congratulations on my appointment as the Minister for Communications and outlining the priorities and focus for rugby league over the coming years. I apologise for the delay in responding.

It is an incredible honour and privilege to have the opportunity to serve our nation. I am very pleased to have been appointed to this portfolio which gives me the opportunity to take a leadership role to continue to work hard for the people of Australia to achieve the best possible outcomes for the country.

The Australian Government values the contribution organisations such as yours make to the Australian community, and I welcome your policy ideas in future meetings and consultations on the issues involving the National Rugby League.

In relation to broadcasting, the Government has committed to legislate a prominence framework to ensure audiences can easily find Australian services on connected TV platforms. We have also committed to review the anti-siphoning scheme and list to support free access to sports and events of national significance. These commitments will be progressed as a matter of priority.

I do look forward to engaging with you – and seeking your views and wise counsel as I discharge my Ministerial responsibilities.

Yours sincerely

Michelle Rowland

Michelle Rowland MP

6 / 10 / 2022

PS Eels to win 2023.

The Hon Michelle Rowland MP
PO Box 6022, Parliament House Canberra
Suite 101C, 130 Main Street, Blacktown NSW 2148 | (02) 9671 4780



29 September 2022

The Hon Michelle Rowland MP
Minister for Communications

Via email: Minister.rowland@mo.communications.gov.au

Dear Minister Rowland,

I am writing in relation to the Department of Social Services' National Consumer Protection Framework for online wagering and the requirement for online wagering services to implement the Consistent Gambling Messaging measures within 6 months, as per the Consistent Gambling Messaging implementation plan.

The National Rugby League (NRL) supports the responsible gambling messaging, and we work closely with our wagering partner to ensure we remained aligned to this. For instance, we do not permit our wagering partner to have any 'above the line' presence at our NRL major events, such as State of Origin and Grand Final. Additionally, each year we collaborate with our wagering partner to produce a responsible gambling digital campaign that is NRL focused and suitable for dissemination across both NRL and our wagering partners' channels.

We were sent a copy of the reforms detailed in the implementation plan last week. It is disappointing that there was no consultation with sports about the reforms, given they could have a substantial impact on our business. Given our intimate understanding of NRL fans and those that choose to bet on rugby league we could also provide useful insights as to how best to engage fans on this important issue.

It is important for us to understand the detail of the proposed reforms, how they could be improved to better engage rugby league fans and the potential impacts on our business. This will take some time. As such, we respectfully request a pause to implementation to allow for the Department of Social Services to carry out a detailed consultation with impacted industry bodies.

We look forward to your favourable response. If you have any questions, please don't hesitate to contact me or the NRL's Executive General Manager of Partnerships, ^{s47F} [redacted] on ^{s47F} [redacted] or ^{s47F} [redacted] [@nrl.com.au](mailto:[redacted]@nrl.com.au).

Yours sincerely,
^{s47F} [redacted]

Andrew Abdo
Chief Executive Officer
National Rugby League

NATIONAL RUGBY LEAGUE LIMITED

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Paddington NSW 2021

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