

From: [REDACTED]
To: [Media ACMA](#); [REDACTED]
Cc: [REDACTED]
Subject: RE: Media request re: gambling sponsorship in F1 [SEC=OFFICIAL]
Date: Friday, 31 March 2023 11:31:00 AM

[REDACTED]

The response cleared by [REDACTED] follows:

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We can't comment on this specific scenario but:

The prohibition of 'betting advertising' during live sport do not apply to incidental or accidental advertising. This is defined in the broadcasting industry codes of practice and the rules applicable to online streaming services as material which occurs or is included in the normal course of broadcasting a Live Sporting Event for which the Licensee does not receive any direct or indirect benefit. Examples include the name of the sporting venue, branding on player uniforms, and signage at the sporting venue.

The publication or broadcast of advertisements in Australia for illegal gambling services are prohibited under the IGA. This includes:

- prohibited interactive gambling services (such as an online casino-style service or online wagering service that accepts in-play betting on sporting events) or
- unlicensed regulated interactive gambling services (such as an online wagering service provided without a licence issued by an Australian state or territory and provided to customers physically present in Australia).

From: [REDACTED]
Sent: Friday, 31 March 2023 10:16 AM

To: [REDACTED]
[REDACTED]
[REDACTED]

Cc: Media ACMA [REDACTED]
[REDACTED]

Subject: FW: Media request re: gambling sponsorship in F1 [SEC=OFFICIAL]

Hi guys,

Just trying to get the relevant heads together for this query.

Would any of this be covered under the ACMA remit? Do we do sponsorship or is it just broadcast advertising?

[REDACTED]

From: [REDACTED]
Sent: Friday, 31 March 2023 9:26 AM
To: [REDACTED]
Subject: Media request re: gambling sponsorship in F1

Hi,

Thanks for taking my call.

As discussed:

- * The Alfa Romeo F1 team signed a deal with Stake, an online casino company, which includes getting their logo on the helmets and cars of the team.
- * But, ahead of this weekend's Australian Grand Prix, I noticed the logo on their gear has been replaced (by a lesser known company owned by Stake's owners) on the Alfa Romeo's F1 custom fit-out for this weekend.
- * I understand gambling advertising is banned during live sports events, presumably like the Australian GP, but I note that ACMA lists exceptions to the rules as being "accidental and incidental references to gambling, such as signage or players' uniforms"

I'm writing to find out whether this exception would likely apply to a one-off helmet/car paint job used for this weekend's GP? Happy to take a comment off-the-record or on background — just trying to figure out if I'm missing something!

I'm hoping to file something in the next hour but we're only publishing around midday. Sorry about the rush!

Thanks

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[REDACTED]
[REDACTED]
[REDACTED]