

[REDACTED]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, 30 June 2023 10:39 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: FOR CLEARANCE - response to media enquiry - stake.com [SEC=OFFICIAL]

Thanks [REDACTED],

We have accepted your suggestions and added the highlighted para for your review.

**The provision or offer of prohibited gambling services to Australians**

The *Interactive Gambling Act 2001* (IGA) prohibits certain interactive gambling services from being offered to Australians.

The ACMA is aware of the Stake.com service and notes that it is geo-blocked in Australia.

We are also aware that it is possible for Australians to use VPNs to access services that are prohibited under the IGA. However, we do not currently have evidence that Stake.com has been promoting the use of VPNs to Australians.

We regulate in a dynamic digital market that is constantly evolving and understand that people who want to access prohibited services may find a way to do so. However, our disruptive actions such as web blocking and engagement with international regulators has been highly effective and we will continue to take action against prohibited services being provided to Australians.

**The advertising of prohibited gambling services**

Part 7A of the IGA prohibits the advertising of prohibited and unlicensed regulated interactive gambling services, subject to certain exceptions. This prohibition includes the publication of these advertisements on a website accessible by Australians, but if and only if the ACMA is satisfied that the majority of persons who access the content are physically present in Australia. This potentially limits the reach of the advertising prohibition for websites that have a global audience such as Facebook, You Tube and Twitch.

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**From:** [REDACTED]  
**Sent:** Friday, 30 June 2023 10:13 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: FOR CLEARANCE - response to media enquiry - stake.com [SEC=OFFICIAL]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, 30 June 2023 9:51 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FOR CLEARANCE - response to media enquiry - stake.com [SEC=OFFICIAL]

[REDACTED]

I have discussed our response with [REDACTED] and provide the following for your clearance:

### The provision or offer of prohibited gambling services to Australians

The *Interactive Gambling Act 2001* prohibits certain interactive gambling services from being offered or advertised to Australians.

We The ACMA is aware of the Stake.com service and note that it is geo-blocked in Australia.

We are also aware that it is possible for Australians can use VPNs to access services that are prohibited under the IGA. [REDACTED]

[REDACTED]. However, we do not currently have any evidence that Stake.com has been promoting the use of VPNs to Australians. Is it possible to add in something here (as above in my email) about yep, its complicated, people will constantly move around these measures and we keep a close eye, continue to block and continue to disrupt

### The advertising of prohibited gambling services

Part 7A of the IGA prohibits the advertising of prohibited and unlicensed regulated interactive gambling services, subject to certain exceptions. This prohibition includes the publication of these advertisements on a website accessible by Australians, but if and only if the ACMA is satisfied that the majority of persons who access the content are physically present in Australia. This potentially limits the reach of the advertising prohibition for websites that have a global audience such as Facebook, You Tube and Twitch.

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Thursday, 29 June 2023 3:03 PM  
**To:** [REDACTED]  
[REDACTED]  
**Cc:** [REDACTED]

**Subject:** FW: Stake.com [SEC=OFFICIAL]

Hi both,

Please see the following email from [REDACTED] regarding Stake. Could you please provide some EM-cleared information we can send to [REDACTED] by her deadline of midday tomorrow.

Thanks,

[REDACTED]

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**From:** [REDACTED]

**Sent:** Thursday, 29 June 2023 2:43 PM

**To:** [REDACTED]

**Subject:** Stake.com

Hey [REDACTED]

Thanks for the chat earlier. As discussed, I am working on something for Monday's newspaper with [REDACTED] about Stake.com and the promotions of using VPNs to get people to gamble in online casinos. I'm wondering if this issue is on the radar of the ACMA and what steps it can take to ensure this kind of behaviour isn't happening?

If you could let me know by midday tomorrow, I'd really appreciate it.

Cheers,

[REDACTED]