



**Australian Government**  
**Department of Regional Australia,  
Local Government, Arts and Sport**

Reference: B13/130

Ms Lyn Beverley  
Committee Secretary  
Joint Select Committee on Gambling Reform  
PO Box 6100  
Parliament House  
CANBERRA ACT 2600

Dear Ms Beverley

Thank you for the opportunity to provide a submission to the Joint Select Committee on Gambling Reform's inquiry into the advertising and promotion of gambling services in sport on behalf of the Commonwealth Government's Office for Sport.

The Office for Sport provided a submission to a previous inquiry into interactive and online gambling and gambling advertising which included in its terms of reference complementary issues to those being examined in the current inquiry. Copies of the Office for Sport's previous submissions are provided at Attachment A and Attachment B respectively.

This submission provides an update on the implementation of key initiatives highlighted in previous submissions including progress in implementing the National Policy on Match-Fixing in Sport as well as an outline of new and emerging issues relating to the integrity of sport.

*National Policy on Match-Fixing in Sport*

With respect to commitments by state and territory governments to introduce criminal offences for match-fixing and sports betting legislation, I have provided a summary of progress in each jurisdiction at Attachment C.

Key highlights are that:

- New South Wales passed legislation on 12 September 2012 to criminalise specific match-fixing behaviours
- South Australia introduced similar match-fixing legislation on 29 November 2012, and
- Tasmania and Victoria have announced their intention to introduce similar legislation.

In relation to the sports betting legislation to cover the relationship between sports and betting operators and a provision for sports to veto sport bet types, Victoria has the legislation in place while New South Wales, South Australia and Tasmania are working towards its implementation in 2013.

On 14 February 2013, all Sport Ministers agreed to fast track the implementation of their commitments under the National Policy.

#### National Integrity of Sport Unit

The National Policy provided for the establishment of the National Integrity of Sport Unit (NISU) in recognition of the need for national co-ordination, monitoring and reporting on sport integrity issues. The Australian Government established the NISU on 9 October 2012 within the Office for Sport, currently a part of the Department of Regional Australia, Local Government, Arts and Sport (DRALGAS).

The NISU is currently:

- Working with sports to ensure they have the systems in place to monitor and report on activities of their players and officials
- Ensuring sports have education programs in place to prevent match-fixing
- Working with the betting industry to develop a betting industry standard for information exchange
- Working with state and territory regulators to ensure there is a true national approach to regulation
- Working with justice agencies to ensure consistent criminal legislation
- Working with law enforcement agencies, and
- Ensuring a rapid nationally coordinated response and assisting sports experiencing sport integrity issues.

In addition, a NISU website has been established as a resource centre for key stakeholders. The website is available through the DRALGAS website at [www.nisu.sport.gov.au](http://www.nisu.sport.gov.au).

A number of integrity tools are also in development. In particular:

- An anti-match-fixing policy template and a template code of conduct
- A sports betting integrity agreement template to support sports to enter into integrity agreements with betting agencies

- A betting industry standard for information exchange between betting agencies, sports, government and law enforcement, and
- An education program, with resources developed by Netball Australia with funding from the Government.

### Project Aperio

On 7 February 2013 the Australian Crime Commission (ACC) released an assessment of new generation Performance and Image Enhancing Drugs (PIEDs) and their use in professional sport in Australia.

During its investigation, the ACC identified significant integrity concerns within professional sports in Australia related to the use of prohibited substances by athletes and increasing associations of concern between professional athletes and criminal identities. The ACC's report states:

*"Relationships between athletes and organised crime identities can be exploited by criminals to corrupt the athlete... Overseas experience has also demonstrated that organised criminal groups involved in match-fixing will invest years developing such relationships, with the ultimate aim of having the athlete participate in activities such as match-fixing."*

### Commonwealth response

In response to the findings of Project Aperio, the Commonwealth is strengthening the integrity and anti-doping environment around sport through:

- Introduction of legislation to strengthen ASADA's powers to enable it to investigate more fully these matters, and in particular require people of interest to attend interviews, co-operate and provide necessary documents and information or face civil penalties;
- A significant increase in ASADA's investigation resources to enable them to undertake this work program, immediately doubling its investigations unit;
- An improved intelligence and information management capacity within the National Integrity of Sport Unit (NISU), so it can work with sporting codes and other stakeholders in coordinating integrity related information – with a view then to it being referred where necessary to ASADA or relevant law enforcement agencies; and
- Strengthening arrangements to refer to relevant agencies instances of inappropriate activity by medical practitioners, pharmacists and other health workers, and to this end, working with sports to ensure greater integrity assurance around personnel working with athletes.

In addition, an Inter-Departmental Working Group has been formed to coordinate the Commonwealth's response across agencies, with the first meeting being held on 27 February 2013.



### *Sports Ministers Response*

On 14 February, Sports Ministers agreed to implement policies to ensure the broader integrity of sport in Australia. This includes initiatives which will require assistance from Ministers across a number of portfolios, such as:

- fast tracking the implementation of the National Policy on Match-Fixing in Sport;
- Developing strategies that deal with substance abuse in sport;
- Addressing unethical practices in sports that are beyond doping and the World Anti-Doping Code; and
- Addressing issues of probity to ensure commercial and other relationships within sport are free from criminal influences.

### *Sports response*

The Government is working with sports in a partnership approach to ensure that they are in the strongest possible position to address the issues raised by Project Apero.

The Coalition of Major Professional and Participation Sports (COMPPS) has been working closely with the ACC, ASADA, and the NISU on these issues.

Specific initiatives include:

- Cooperating fully with ASADA and law enforcement investigations;
- Calling on athletes to cooperate with investigators to possibly reduce sanctions; and
- Establishing and/or strengthening integrity units.

### *Sponsorship of sport by betting operators*

Sports are mindful of the need to ensure sponsorships with betting operators do not jeopardise their sporting codes' integrity.

Major sports have a range of measures in place to manage these types of sponsorship arrangements to ensure gambling is managed responsibly. By way of example, the National Rugby League currently has a range of policies and measures in place to preserve the integrity of its sport. These include:

- sponsorship policies and guidelines that clubs must comply with when considering sponsorship from a betting agency. These include requirements to notify the NRL on proposed contracts and use of standard terms and conditions.
- Players must not have a direct relationship with betting operators, whether through direct sponsorship or endorsement arrangements with the operator or as part of a broader agreement between a club and an operator.
- Betting operators must not utilise individual players in their promotional material, advertisements or on their websites.

Industry action on gambling advertising

We are advised by the Department of Broadband, Communications and the Digital Economy that the Government has worked with key industry groups to address community concerns about the prevalence of gambling advertisements during sports broadcasts.

Free TV Australia, Commercial Radio Australia (CRA) and the Australian Subscription Television and Radio Association (ASTRA) have agreed to amend existing industry codes to address community concerns, including by banning sporting commentators from mentioning live odds and banning live odds promotion during play.

Draft Code amendments have now been prepared by broadcasters in consultation with the Australian Communications and Media Authority (ACMA). It is anticipated that sports will participate in the consultation process.

Broadcasters will be required to comply with the Code amendments from their date of registration.

Further we understand that Coalition of Major Professional and Participation Sports will provide an independent submission to the Inquiry which outlines the consolidated position of the major professional sports in Australia in relation to in-stadia and in-commentary promotion of sports betting.

Yours sincerely

Richard Eccles  
Deputy Secretary: Office for Sport, Corporate Services, Local Government, Territories & Regional Programs

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