

15 April 2013

Ms Lyn Beverley,
Secretary,
Joint Select Committee on Gambling Reform
Parliament House
Canberra ACT 2600

Dear Ms Beverley,

I am in receipt of your letter, dated 5 April 2013, to the CEO of the Australian Wagering Council, Chris Downy regarding the current inquiry by the Joint Select Committee.

I thank you for the opportunity to respond by submission to the issues raised by Committee members.

Our company is a member of the Australian Wagering Council, which through its Chairman, CEO and Treasurer appeared before the Committee in late March, representing all its members.

With regard to matters raised by Committee members concerning our company and our appearance on NRL broadcasts on Nine, I provide the following information:

1. **Deal with Nine:** The contract with Nine is commercial-in-confidence.
2. **Commentator/bookmaker role:** We wish to make the following points:
 - a. In the first two rounds we presented at some times alongside Nine commentators but not as a commentator rather as a broadcast sponsor. We did not contravene any code or intended code.
 - b. From round three, we moved to discrete segments. It is clearly defined that I represent our company, clearly branded with company graphics. There is no interaction between the commentators and me.
 - c. We comply with the intended codes and intend to continue doing so. I appear at the ground, as I have done with other sponsorship arrangements (e.g. with ARU) and as do other sportsbetting company representatives in other broadcasts, e.g. TAB.com.au during NRL and A-League matches on Foxtel.
 - d. This type of arrangement by our company, and others in this and other industries is vital in keeping TV a viable and relevant medium to promote business. For TV to be able to afford broadcast rights, the funding of which is ploughed back into the sport, it needs to stay relevant to advertisers. In the modern age traditional advertising (commercial ad breaks) no longer always works effectively.
 - e. In our company's segments we aim to be informative and relevant from a statistical perspective. We specifically avoid hard-sell betting messages and look to enhance the program.
 - f. We believe we promote responsible gambling and we have no intention of targeting children through our advertising. At all times we comply with all relevant codes.

3. **Deal with the NRL:** An arrangement between our company and the NRL has not been concluded at this stage.

If there are further questions that the committee would like answers to please let me know and we will do our best to respond.

Yours sincerely,

Tom Waterhouse