

1. **Update and summary of the ACMA's compliance priorities for 2024 –2025**

The Australian Communications and Media Authority (**ACMA**) has recently outlined its compliance priorities for 2024-25 with a number of notable focus areas for participants in the gambling sector.

Of the 8 priority areas, industry participants should particularly note the ACMA's intentions to:

- **Continue their focus on compliance with interactive gambling safeguards**
- **Target and enforce companies distributing misleading spam messages**

This is consistent with the ACMA's stated commitment to focus on the social, financial and health-related impacts and harms associated with gambling.

The ACMA's other compliance focus areas include:

- Protecting telco customers experiencing financial hardship
- Supporting telco customers experiencing domestic and family violence
- Disrupting SMS impersonation scams
- Safeguarding Triple Zero emergency call services
- Tackling the online supply of dodgy devices
- Combating misinformation and disinformation on online platforms

2. **Continuing focus on interactive gambling safeguards**

The ACMA has reaffirmed its priority to focus on interactive gambling safeguards in response to the risks associated with problem gambling. In relation to gambling safeguards within its remit, the ACMA's key goals for 2024–25 will be:

- to educate consumers industry compliance and enforce industry compliance with the now operative credit card and crypto bans;
- to continue raising awareness of BetStop, the National Self-Exclusion Register; and
- to develop new tools and approaches to disrupt illegal gambling services provided to Australians.

3. **Targeting misleading spam messages**

Another key area of focus for the gambling industry is the ACMA's prioritisation of seeking to minimise the direct harm to consumers from spam messages and unlawful electronic marketing. We have seen the ACMA prominently pursue enforcement action against a number of interactive wagering operators in recent years.

The harms associated with spam messages and electronic marketing include:

- intrusion on privacy;
- loss of agency over personal data;
- unlawful competitive advantage to businesses;
- loss of time and productivity, and anxiety; and
- frustration and confusion.

The ACMA's stated priority is to enforce spam rules to stop commercial messages being misleadingly sent as 'service' or non-commercial messages. This especially applies to marketing and messages from interactive wagering service providers (**WSPs**) or financial services where there may be a high risk of harm to consumers.

It will be important that all WSPs maintain strict compliance to the Spam Act 2003 and regularly monitor customers choosing to opt out from receiving marketing materials. Customers who have registered with BetStop must not receive any direct marketing or inducements.

4. Next Steps

Please feel free to reach out to the Senet team if you have any queries.