



Adviser: Dale Ayers

Department: Premier and Cabinet

Ministerial CM Ref: N/A

DPAC CM Ref: N/A

Meeting Brief for the Premier

MEETING | BETR (Tasmanian matter)

4:00pm-4:30pm, Wednesday 20 May 2026

Premier's Office, Parliament House, Hobart

Order of proceedings: 30 min

In attendance:

CEO Andrew Menz

Head of External Affairs Daniel Bevan

EMRS Strategies, Managing Director Brad Stansfield

Adviser:

Dale Ayers

s.36, Out of scope

Premier meeting with Betr, 20 May 2026

Background

- At the November 2025 Liberal Party State Conference Betr approached the Government to advise they were relocating their operations from the Northern Territory to Tasmania, citing Tasmania as offering a more suitable regulatory environment across social licence, reputational, and operational considerations.
- Engagement with Betr has been constructive and professional.
- The company has indicated a strong commitment to progressing relocation and is seeking assurance that the Tasmanian Government is broadly supportive of its proposal.
- The Treasurer is supportive of Betr relocating to Tasmania.
 - The Treasurer has directed Treasury to allocate resources to work through the issues required to advise the Tasmanian Liquor and Gaming Commission and the Government to facilitate this.
 - The issues are niche to the Gaming Control Act in Tasmania, which Treasury are the responsible Agency. To work through the issues continues to require back-forth between Betr and Treasury, which appears to have been proceeding constructively and in a timely manner on both sides.
 - The Treasurer met with Betr 22/12/2025 and 6/2/2026, while his office additionally met 30/3/2026, 9/4/2026, and 20/5/2026, and has had ongoing contact with Betr and Brad Stansfield (acting on their behalf).
- The Tasmanian Government is supportive of the relocation of operations to Tasmania. While licensing decisions are a matter for the independent Commission, the Government is supportive of investment and job creation in Tasmania, including proposals such as Betr's.
- If there were steps that would assist Betr with how their ongoing engagement with Treasury is facilitated, or how that interaction could be improved, you would be open to hearing these and having conversations with Treasurer and Treasury accordingly.

Current status

Betr are looking to operate in Tasmania from 1 July 2026.

- It is the timeframe that has been (and continues to be) challenging, rather than general engagement.
- The Commission is currently assessing Betr's application for a Tasmanian gaming licence. While this application is independent of Government, general information:
 - The Commission is scheduled to meet on 1 June 2026. This is the critical point for the 1 July 2026 commencement of operations.

s.27

At the meeting, Betr may:

s.27

Jones, Carol

From: Jones, Carol
Sent: Wednesday, 1 July 2026 5:42 PM
To: Out of scope, s.36
Cc: The Premier
Subject: Letter from the Tasmanian Premier, Jeremy Rockliff and Treasurer, Eric Abetz
 [SEC=OFFICIAL]
Attachments: PREMIER OUTGOING - Letter to betr Entertainment Limited - Matt Trip, Andrew Menz - 1.7.26.pdf

OFFICIAL

Dear Mr Tripp and Mr Menz

Please find attached a letter from the Tasmanian Premier, Jeremy Rockliff MP and Treasurer, Eric Abetz MP.

Kind regards

Carol

Carol Jones
Manager - Premier and Ministerial Services

Office of the Hon Jeremy Rockliff MP
 Premier of Tasmania
 Liberal Member for Braddon

Phone: Out of scope, s.36
 Level 11, 15 Murray Street, Hobart 7000
www.premier.tas.gov.au

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PREMIER OF TASMANIA

1 July 2026

Mr Matt Tripp and Mr Andrew Menz
Executive Chairman and Chief Executive Officer
betr Entertainment Limited
By Email: s.36, Out of scope

Dear Matt and Andrew

Thank you for the constructive engagement between betr Entertainment Limited (betr) and the Tasmanian Government regarding betr's application for a Tasmanian Gaming Licence and its proposed establishment of licensed wagering operations in Tasmania.

I understand that betr has been granted a Tasmanian Gaming Licence by the independent Tasmanian Liquor and Gaming Commission, with the intention of transferring its operational headquarters to Tasmania, with operations expected to commence shortly.

This will mean increased employment in Tasmania, as well as the benefits of licensing fees and taxation revenue to the State, which my Government welcomes.

I also note that as betr is already a licensed sports betting organisation in Australia and is currently available to consumers in Tasmania, the transfer of betr's operations to Tasmania is not likely to result in a material increase of Tasmanians partaking in sports betting.

I understand that separate to the independent licensing process, betr is seeking an agreement with my Government on a number of practical and stability measures.

While reaffirming that my Government would never accept or agree to a reduction in consumer protection and harm minimisation standards and legislative minimums, I can advise that my Government has determined to introduce into the Parliament a standalone legislative framework for the licensing and regulation of online wagering operators. My Government's intention is to introduce this legislation within six months of the date of this letter.

My Government recognises that a number of existing Tasmanian regulatory requirements do not appropriately reflect the technology, operating models and governance arrangements of modern online wagering businesses. The legislation will address this directly and will, among other things:

- a. Establish a fixed financial guarantee of \$1,000,000 applicable to licensed online wagering operators, reflecting the Government's assessment of appropriate security commensurate with the risk profile of online-only operators; and
- b. Establish a software change management and approval process consistent with the approach adopted by leading comparable regulatory jurisdictions in Australia, such as the framework applying to bookmakers under the applicable bookmaker internet betting rules in Victoria.

I can further confirm that my Government will enter into good-faith discussions with betr with the aim of reaching a binding deed as soon as practicable. Matters canvassed within these good faith discussions would include:

- a. Work constructively with betr before implementation of the modernised framework to address practical issues arising from the application of existing requirements to online wagering operations and, where appropriate and lawful, provide pragmatic solutions.
- b. Maintain a stable regulatory environment for licensed online wagering operators and avoid introducing Tasmania-specific requirements or compliance obligations that would materially and adversely affect the commercial operation of a licensed wagering operator conducting business from Tasmania.
- c. Ensure that the settings applicable to betr's Tasmanian operations align with the agreement between the parties, where appropriate and lawful, by not materially increasing the overall financial burden associated with holding and operating under a Tasmanian Gaming Licence, including through increases in licence fees, wagering taxes or levies.
- d. Protect the value of existing licences through legislation by not making available more than three digital wagering licences.

I wish to reiterate, this letter reflects the current policy intentions of the Tasmanian Government. It is not intended to create legally binding obligations and does not fetter the discretion of Parliament, the Tasmanian Liquor and Gaming Commission, any Minister or any statutory decision-maker.

My Government values the opportunity to work with betr and looks forward to the investment, employment and economic benefits that betr's presence in Tasmania can deliver.

Yours sincerely



Jeremy Rockliff MP
Premier



Eric Abetz MP
Treasurer

Jones, Carol

From: Andrew Menz **s.36, Out of scope**
Sent: Wednesday, 1 July 2026 7:31 PM
To: Jones, Carol; Daniel Bevan
Cc: The Premier
Subject: Re: Letter from the Tasmanian Premier, Jeremy Rockliff and Treasurer, Eric Abetz
 [SEC=OFFICIAL]

OFFICIAL

Dear Ms Jones

Thank you for sending this through. We look forward to continuing to work closely with the Tasmanian Government in delivering on the commitments we have made to Tasmania.

Kind regards,
 Andrew

Andrew Menz
Chief Executive Officer



Out of scope, s.36

Melbourne, VIC 3000

betr.com.au

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From: Jones, Carol
Date: Wednesday, 1 July 2026 at 5:42 pm
To: Andrew Menz , Daniel Bevan
Cc: The Premier
Subject: Letter from the Tasmanian Premier, Jeremy Rockliff and Treasurer, Eric Abetz
 [SEC=OFFICIAL]

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 Please find attached a letter from the Tasmanian Premier, Jeremy Rockliff MP and Treasurer, Eric Abetz MP.

Kind regards

Carol

Carol Jones

Manager - Premier and Ministerial Services

Office of the Hon Jeremy Rockliff MP

Premier of Tasmania

Liberal Member for Braddon

Phone: **s.36, Out of scope**

Level 11, 15 Murray Street, Hobart 7000

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