



**FOOTBALL
AUSTRALIA**

Football Australia Circular

Circular No. 22-02

16 March 2022

TO THE MEMBER FEDERATIONS

SALE OF GAMING MEDIA AND DATA RIGHTS TO FOOTBALL MATCHES IN AUSTRALIA

The purpose of this Circular is to confirm Football Australia's (**FA**) position in relation to the sale of international gaming media (i.e. audio-visual coverage of matches in conjunction with betting services) and data rights (i.e. the right to collect, supply and distribute match data) for competitions and matches administered by Member Federations (and their associations/zones) (the **Rights**).

FA has licensed the data portion of these Rights in exchange for integrity services from its integrity partner, Sportradar, continually since 2012. This has been carried out by FA consistent with its responsibility to regulate and protect the integrity and reputation of football in Australia.

Since about 2019, each of the Member Federations (and some associations/zones) have entered into agreements for the sale of this suite of Rights with other third-party intermediaries. These agreements vary in their term lengths, associated services and values.

As you know, FA has been working with you to commence a sales process for the Rights by aggregating rights for each of the relevant Member Federation administered competitions and matches (including the National Premier Leagues) with FA's administered competitions and matches (including the Australia Cup and national teams) to present a "One Football" offer to the market. We are grateful for your cooperation in this process, which will result in increased revenue for the Member Federations and the sport and enhance our ability to promote Australian football both at home and abroad.

Importantly, this approach will also assist FA to further its ability to protect the integrity and reputation of football in Australia. Protecting the integrity of the sport is a fundamental responsibility of a national sporting organisation. It is not a discretionary task. It must be undertaken thoughtfully and thoroughly.

The ability for FA to exercise appropriate controls over the level of competitions for which these Rights are offered and the types of betting markets made available, together with its ability to receive relevant information in relation to international betting activity on the matches the subject of the Rights are important safeguards in FA's integrity risk mitigation strategy. These safeguards will complement FA's other integrity measures, including FA's:

- direct relationships with domestic wagering operators through its status as the Sports Controlling Body, which provide for information sharing and control over approved domestic betting contingencies;
- relationships with law enforcement agencies at each of the states and territories as well as the Commonwealth;
- relationships with Sport Integrity Australia and the Sports Betting Integrity Unit of the Australian Criminal Intelligence Commission;

- establishment and implementation of our integrity framework, including the National Code of Conduct and Ethics and FA Sports Betting and Match Manipulation Guidelines (along with equivalent AFC and FIFA policies); and
- establishment and implementation of our national Integrity Education Plan.

Under the existing arrangements entered into by Member Federations, these integrity considerations were not at the forefront. It is important that this approach is shifted.

In line with the position agreed at our meeting on 11 November 2021, FA will now pursue a deal for football collectively on behalf of FA and the Member Federations. To this end, Member Federations (and their associations/zones) will no longer directly sell or offer for sale the Rights to third parties for the period commencing from 1 January 2023, subject to current obligations which extend beyond this point. FA's Commercial and Integrity Departments will continue to work closely with you in relation to the exploitation of the Rights.

FA acknowledges that certain Member Federations have existing arrangements up until 31 December 2023 and, to be clear, FA is not seeking to prevent Member Federations from complying with obligations under those existing arrangements. However, in line with the agreed approach set out in this Circular, such agreements are not to be extended or renewed or offers made which go beyond 1 January 2024 (or 1 January 2023 for agreements that expire on 31 December 2022). For the avoidance of doubt, where Member Federations have the right to terminate existing agreements on 31 December 2022 without penalty (ie a "break clause" in favour of the Member Federation), it is agreed that Member Federations will exercise such right.

FA has initiated discussions with prospective bidders to inform them about the impending sales process, and is targeting completion of the sales process by 30 June 2022. FA will endeavour to conclude the process sooner if possible.

Once again, we thank each of the Member Federations for their cooperation on this important "One Football" initiative which we are sure will bring greater value and enhanced protections to our sport.

If you have any queries in relation to this Circular, please contact my office.

Yours sincerely



James Johnson
Chief Executive Officer
Football Australia