



A Short Guide to NSER Requirements: What Every Wagering Operator Must Know

The National Self-Exclusion Register (**NSER**), branded as BetStop, represents one of the most significant regulatory developments in Australian gambling harm minimisation. Since its launch on August 21, 2023, this centralised system has changed how licensed wagering service providers (**LWSPs**) must operate.

This short guide breaks down everything operators need to know about their compliance obligations under Part 7B of the *Interactive Gambling Act 2001* (Cth) (**IGA**). This guide is **not** legal advice: if you need legal assistance you should contact your law firm provider.

Understanding BetStop: The Basics

BetStop is Australia's national self-exclusion register, that allows individuals to exclude themselves from all licensed interactive wagering services through a single registration process. Previously, problem gamblers had to contact each wagering provider individually – a cumbersome process that often left gaps. Now, one registration blocks access across the entire licensed wagering industry in Australia.

The system is operated by IXUP Limited, appointed by the Australian Communications and Media Authority (**ACMA**) as the Register Operator. This centralised approach ensures consistency and comprehensive coverage across all licensed operators.

How Individuals Register with BetStop

The registration process has been designed to be straightforward while maintaining security for individuals applying to BetStop.

Registration Options, Registration Duration and Application Requirements

Individuals can register through the BetStop website (www.betstop.gov.au) or the BetStop telephone service. Registrants will choose their self-exclusion period:

- **Minimum 3 months** (no shorter periods allowed);
- **Whole years** (not partial years); or
- **Lifetime exclusion.**

Applicants must provide the following information when applying:

- Full name;
- Contact details (phone and email);

- Date of birth;
- Residential address including postcode; and
- Additional information for identity verification (the Register Operator conducts identity verification through Government online verification services, unique SMS and email verification codes and/or cross-referencing with existing wagering accounts where applicable).

Speed of Registration

The law requires registration to be completed "as soon as practicable" – in practice, this means within one hour of completing identity verification. Once registered, the individual immediately becomes registered across all licensed wagering platforms.

Support Person Feature

A unique aspect of BetStop is the ability to nominate up to five support persons. These individuals:

- must consent to being nominated;
- receive notifications about the registration;
- are informed if the registered person applies for removal; and
- get advance notice before the exclusion period expires.

The Comprehensive Obligations for Wagering Operators

1. Promotion Requirements: Making BetStop Visible

The Act mandates that operators must actively promote BetStop to ensure public awareness. This is not optional – it is a legal requirement with specific standards which are set out in the summary below.

Website/App	<p>Every operator must display on their home page, responsible gambling pages, and any self-exclusion pages:</p> <ul style="list-style-type: none"> • a clear reference to BetStop; • a statement that "BetStop is the national self-exclusion register"; and • a functional hyperlink to www.betstop.gov.au. <p>These elements must be:</p> <ul style="list-style-type: none"> • prominently displayed; • clear and legible; • in font size consistent with other page text; and • positioned near other responsible gambling information.
Electronic communications	<p>Every SMS, email, or instant message with promotional content must include:</p>

	<ul style="list-style-type: none"> • a reference to BetStop; • a statement about it being the national register; and • hyperlink to the website (for SMS, you can link to a page with this info).
Activity Statements	Monthly or periodic statements showing customer betting activity must include the same BetStop information and hyperlink as set out above.
Customer Service Interactions	<p>When customers contact support about:</p> <ul style="list-style-type: none"> • setting gambling limits; • responsible gambling options; • self-exclusion; and/or • problem gambling concerns, <p>Staff must proactively inform them about BetStop and provide both the website address and telephone number. Operators should ensure that this engagement can be evidenced (for example, by a notation against that customer's details with the operator).</p>

2. Absolute Prohibition on Service Provision

Once someone is registered with BetStop, operators face an absolute prohibition on providing them with any wagering services. This includes:

- accepting bets;
- allowing account access;
- facilitating any gambling transactions;
- providing betting information or odds; and/or
- reinstating a previously closed account.

The Act does provide a defense if operators can demonstrate they took "reasonable precautions and exercised due diligence" – but this sets a high bar requiring robust systems and processes.

3. Account Management Requirements

New Accounts

Operators cannot open accounts for Registered Individuals. This requires checking against the NSER during the registration process.

Existing Accounts – No Pending Bets

When an existing customer becomes registered with BetStop the operator should:

- close the account as soon as practicable;
- pay out any credit balance to the customer;
- deduct any legitimate debts owed before payout;
- ensure the account cannot be used; and
- never reopen, reactivate, or reinstate the closed account.

Existing Accounts – With Pending Bets

For accounts with outstanding wagers, the operator should:


- allow pending bets to be resolved;
- close account after final bet settlement;
- pay out final balance (minus any debts); and
- same restrictions on reactivation apply (i.e. never reopen, reactivate, or reinstate the closed account).

NB: Even if someone's BetStop registration expires, **operators cannot simply reinstate their old account.** They can open a new account following normal procedures, but the previous account must remain permanently closed.

4. Marketing and Communication Blackout

The restrictions on marketing to Registered Individuals are comprehensive and cover all channels.

Electronic Messages	<p>No promotional SMS, emails, or instant messages can be sent to known Registered Individuals. This covers any message that:</p> <ul style="list-style-type: none"> • offers wagering services; • advertises or promotes betting; • promotes the operator's brand in a wagering context.
Direct Mail	<p>Physical marketing materials cannot be sent to Registered Individuals via:</p> <ul style="list-style-type: none"> • postal services; • courier services; • any other physical delivery method.
Telemarketing	<p>No promotional calls can be made to Registered Individuals, whether by:</p> <ul style="list-style-type: none"> • internal staff; • contracted call centers; • affiliate marketers.
Third-party Information Sharing	<p>Operators cannot disclose a Registered Individual's:</p> <ul style="list-style-type: none"> • name;

- 
- email address;
 - phone number; or
 - physical address,

to any third party if they know or intend that information will be used for gambling-related marketing.

5. Information Security and Confidentiality

The Act creates a special category of "Protected Information" that includes:

- whether someone is or was registered with BetStop;
- information about nominated support persons;
- any data contained in NSER entries; and
- details from BetStop applications.

This information:

- cannot be disclosed by operators or their employees;
- must be secured with appropriate access controls;
- should only be accessed when necessary for compliance; and
- must be protected even after employment ends.

6. Notification Requirements

When operators identify a Registered Individual attempting to:

- open a new account;
- access an existing account; and/or
- place a bet,

they must notify the individual according to Section 24 of the Register Rules. This typically involves sending an SMS or email explaining that their activity has been blocked due to their BetStop registration.

7. Financial Obligations: The BetStop Levy

To fund the system's operation, operators must pay the BetStop Levy. Key points to note are:

- pay within 30 days;
- the levy based on the number of verification checks performed; and
- the levy covers the costs of running and regulating the NSER.

Some Best Practice Considerations

When considering their compliance obligations and how they will demonstrate how they take reasonable precautions and exercise due diligence (including through putting in place appropriate

frameworks, systems, processes and people), it is recommended the following key areas are closely considered.

Systems – Proper Integration (and Automation)

Successful compliance requires checking against the NSER at multiple points:

- account registration;
- login attempts;
- bet placement;
- before sending marketing communications; and
- during periodic account reviews.

Putting in place automated measures to check against the NSER and record the results (and automatically close accounts where registration is identified) is prudent.

Documentation and Record-Keeping

Operators should maintain records of:

- all NSER checks performed;
- account closure actions;
- marketing list cleaning activities;
- staff training on NSER requirements; and
- system testing and monitoring results.

It is critically important that operators be in a position to evidence the work you are doing to ensure that you comply with the NSER requirements.

Staff Training

All customer-facing staff need to understand:

- how to promote BetStop during customer interactions;
- what to do when someone mentions self-exclusion;
- the absolute nature of service prohibitions; and
- confidentiality requirements.

There are third parties who are available to help you if you don't have the right training materials internally, or if you want a refresh. LCA can help point you in the right direction if you are looking for that support.

Outsourcing

If using external providers for:

- marketing services;
- customer contact centers;
- affiliate programs; and/or
- in other key areas,

ensure that they understand and comply with NSER requirements through contracts, training, and monitoring.

Operators can be held accountable for the actions of these third parties and it has the potential to impact the operator brand, so make sure you have proper oversight of what they are doing for you, including through regular reporting, metrics and approvals.

The Consequences of Non-Compliance

Breaching NSER requirements can result in significant financial penalties, regulatory enforcement action, significant reputational damage, potential license implications; and individual liability for executives. The ACMA actively monitors compliance and investigates complaints. As seen in recent enforcement actions, ACMA expects operators to have robust systems that prevent any service provision to Registered Individuals.

Conclusion

The NSER approach represents a shift in how Australia approaches gambling harm minimisation. Rather than relying on individual operators' systems, it has created a unified national approach that follows problem gamblers across the entire licensed industry.

For operators, compliance is not just about avoiding penalties – it is about being part of a system that provides real protection for vulnerable individuals. The requirements may seem extensive, but they reflect the seriousness with which Australian regulators approach gambling harm. Operators who build robust, automated systems with multiple fail-safes will find themselves well-positioned for both current compliance and future regulatory developments.

Need assistance with understanding or meeting your NSER requirements? Contact LCA today to arrange a consultation.



20B Armstrong Street Middle
Park, Victoria 3206

0421 671 571

contact@laneconsultingandadvisory.com

<https://laneconsultingadvisory.com>



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