

Adrian Portelli Businessman

To be absolutely clear, these events have been running for over six years, well before my name became a headline. They're community-driven initiatives aimed at supporting Australians doing it tough, not PR exercises. From helping families with groceries to giving kids something to smile about at Christmas, we've worked with countless charities and local organisations to make a genuine impact.

Now to address your questions:

1. South Australia – This is a regulatory matter that we're actively working through with the relevant authorities. We've had a long-standing working relationship with the SA Gaming Commission and are currently running a promotion in South Australia under their guidance. Plenty of businesses deal with compliance issues. The difference is, I'm a headline.

2. Membership spikes – These events are not designed to drive sales or membership. We don't collect data at the events and do not require people to be members. Anyone can show up and receive a voucher no strings attached.

3. Media invitations – I've never invited or alerted the media to these events. If coverage happens, it's off their own back. In fact, I intentionally don't film or promote the events beyond a single 24hr Instagram story to notify locals of the time and place.

4. Membership requirement – No, you do not need to be a member to receive a Coles voucher. That's never been the case.

5. Personal brand – These events have zero connection to any business promotion. They are not transactional. I do not gain anything from doing them and that's exactly the point.

The only reason this is even on your radar is because certain outlets are more interested in clicks than context. I'd encourage you or anyone else to come down to one of these events and see it for what it really is, rather than chasing a narrative that simply doesn't exist.

Nine spokesperson - 11 April 2025

9News bulletins have previously covered the charges against Adrian Portelli and will continue to follow developments in the legal proceedings. The 9News Queensland story was focused on how Australians are becoming increasingly desperate in a cost of living crisis. While our report did not name Portelli's business, the event was described as a publicity stunt.

Alliance for Gambling Reform - 11 April 2025

1. How concerning is the prominence and popularity of Adrian Portelli's business?

The model the company uses is concerning, with the site only providing the name of partner stores where members can receive discounts – to know how much the discounts will be you need to stump up the cash and become a member first. At \$19.99, \$49.99 or \$99.99 per month this is no cheap rewards program. At the top tier you'd need to save \$1200 per year on purchases just to break even.

Then there is the prize draws for cash, cars and houses (yes, those renos from The Block) – members get automatic entry, but they can also chip in for entry packages and so can non-members, and the packages are described as “free entries” despite the fact that the entrants are charged immediately to buy the “free entries”. Prices vary for each draw, but on April 10 there were 5 free entries for \$10, 20 free entries for \$30, 60 free entries for \$100 for 5 draws of \$100k.

It doesn't matter how you look at this, it should raise concern in anyone with an interest in consumer protection, and is obviously particularly concerning that a product that seems to have all the hallmarks of gambling – you pay money to receive tickets in a game of a chance where you can win huge jackpots – is somehow not being regulated in the same way as similar products, such as lotteries.

2. Might these PR stunts and the wide and glowing media coverage they get send people towards his business?

It's disappointing that these gift card giveaway sprees are being lapped up by the media without them stopping to question the motivations and practices of the businessman,

who has been charged with nine counts of conducting or assisting in the conduct of an unlawful lottery in South Australia. In the interest of presenting a balanced view to their audience, and not simply being used to generate free advertising, it would be great to see our media present the full story about Mr Portelli. There's no doubt the glowing "cash giveaway in a cost-of-living crisis" draws an audience, many of whom could end up on the LMCT site spending what are pretty large amounts of money in a cost-of-living crisis to access the discounts and prize draws.

3. What do our gambling regulations do and why are they important?

Gambling regulations help people to make informed choices and provide guardrails for a product that can be absolutely devastating to lives, families and communities. Without regulations around things such as lotteries, the industry could have jackpots that don't exist, tickets that get thrown out, and many other features that make the product completely unfair.

4. Is it dangerous to run an unregulated lottery?

Ensuring that anyone running a lottery is appropriately licensed ensures that government has clear oversight over the process and reassures community that the draw is conducted in line with government regulations.

5. Who might Adrian's prize draws likely target?

Mr Portelli has marketed himself and his organisation skilfully, particularly through his association with The Block, drawing in viewers like parents and kids interested in home renovation and light entertainment. His business model of selling memberships to his site where members can receive discounts and access prize draws including homes and cars has attracted a great number of Australian based businesses, over 1500 according to the company, keen on engaging with the large number of members who've signed up to the site. Anyone interested in getting a discount at one or more of those 1500 major retailers would be attracted to the site, along with those who have read about his prize draws or his gift card giveaways. In the current economic environment, people across Australia are desperate for a bit of financial relief and hoping that today might be their lucky day. A lot of Aussies will pay for that chance.