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For immediate release

betcha a new player on New Zealand betting landscape

An exciting new player has entered the New Zealand wagering industry, with the launch of betcha.

The arrival of betcha yesterday is the first time since the TAB was established back in 1950 that there's a new betting brand based in New Zealand.

Entain Australia and New Zealand's Managing Director – New Zealand, Cameron Rodger, said betcha was a direct response to the increasing threat to New Zealand sports and racing caused by offshore betting operators

“In the three months to the end of June 2024, New Zealanders' spending with offshore betting operators grew by 30%, continuing a trend over the last three or more years,” Cameron Rodger said.

“Offshore spending is now estimated to be over \$180m per annum, and this is led by the growth in offshore spending doubling in the 18-29-year-old age band in the last five years.

“Their betting activity provides little to no benefit for the New Zealand racing and sports industries, and these offshore operators are under no obligation to provide the same level of harm minimisation support and account management tools that betcha will make available for Kiwis.”

While the launch of the new TAB betting platform at the end of April has shown some growth in the 18-29 demographic, it's clear that some Kiwis are seeking a point of difference from a brand like TAB, which has a long history in New Zealand.

Entain's Chief Marketing Officer, Mel Kenneday, said betcha – a digital-only brand – would bring a social vibe to the wagering sector. The brand is launching with the ability to create syndicates and bet with mates, making it a true social experience.

“This new brand will emphasise the social and competitive value of sports and racing and introduce New Zealanders to the next generation of betting,”

“This means we’ll be focusing on some of those events and sports that the newer generation have really shown interest in, like football, basketball, and UFC, with betcha confirmed as New Zealand’s official wagering partner for UFC,” Kenneday said.

betcha’s innovative social & generosity products create new ways for people to engage. With betcha’s Toolbox, the power is in the punters’ hands. They have the freedom to choose which race, track or sport to apply their exclusive tool.

betcha is live at betcha.co.nz and the app is available through Apple’s App Store and the Google Play store.

Follow betcha at the following social channels:

- [betcha Instagram](#)
- [betcha Facebook](#)
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