

How to Start A New Online Casino in Australia For Under \$100k

We walk you through the basics steps that you would need to follow to launch an online casino with a budget less than \$100,000.

The online gambling market is a multi-billion dollar market that continues to grow exponentially with each passing year. The COVID-19 pandemic which shutdown the land based casino industry in 2020 and the first half of 2021, provided the online casino market with a massive boost that saw a number of small businesses and entrepreneurs think of launching their own online casino.

If you are a small business or an entrepreneur wondering how to go about launching an online casino for the Australian market with a small budget, then keep reading. We put together 5 simple steps that you must follow when trying to launch an online casino in Australia with a \$100,000 budget.

Picture 1 of How to Start A New Online Casino in Australia For Under \$100k

Market Research

A lot of newbies will skip this step because they don't think it is very important. With a tight budget, they don't want to spend money on market research as they would prefer to save it and invest on software or advertising. We advise you not to do this as market research is going to be essential in helping you get into the market and get an edge over the competition.

Market research will give you key information as to who are some of the smaller competitors as when you launch a new online casino; you are first going to be competing with the small fish before you move into the big league. Know your competition, find out what they are doing right, what they are doing wrong and you will then be in a better position to customize your online casino offering.

You need to know which demographic is looking for new online casinos and then decide what types of online casino games you are going to offer, which gaming developers you are going to partner with and which payment provides you will tie up with.

Licensing

Once you complete your research, you will know that Australia allows online sports betting but online casinos are banned. This means you cannot obtain an online casino license from any gaming regulator in Australia. You will have to get a gaming license from some of the other gaming regulators that will allow you to offer offshore gaming services in Australia.

Some of the gaming regulators that you can consider approaching for an online casino license include the Curaçao Gaming Control Board, Kahnawake Gaming Commission and the Malta Gaming Authority.

Gaming Portfolio

There are loads of games that you can load into your online casino but its best not to do this at random. You need to figure out what games Aussie players enjoy the most and then customize your gaming portfolio accordingly.

Aussies love to play pokies which is another name for slot games. Hence you want to tie up with some of the best pokie developers in the world. Some of the developers you should look at partnering with include NetEnt, Microgaming and Playtech. However, if you don't want to spend much on big name developers, try smaller ones which include Big Time Gaming, Red Rake Gaming and iSoftBet.

Some of the other offerings that you can consider include table games like roulette, baccarat, poker, blackjack and jackpot games. If you have the money, you should also think about tying up with a small time live dealer casino provider.

Payment Options

To run a successful online casino in Australia, you need to partner with multiple payment providers that make it easy for Aussies to make seamless deposits and withdrawals. You should choose a combination of fiat and crypto options. Fiat options could include both bank cards, bank transfers and e-wallets. If you are looking at crypto, make sure you have the big ones like Bitcoin, Ethereum, Litecoin and Ripple.

Design and Support

We put this last on the list because it is not one of the main factors that you should be concerned about. Once you get your casino up and running, you can make changes on design and layout. You can also hire a live chat support team in the Philippines to provide 24/7 live chat support for your online casino.

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