



Tatts Lotteries
Responsible Gambling
Code of Conduct
Tasmania

JULY 2013

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

Introduction

Tatts Lotteries conduct world class lottery operations across multiple jurisdictions within Australia under the Tatts, Tatts Quick, Golden Casket, NSW Lotteries, NSW Lotteries Express and SA Lotteries brands and is committed to Responsible Play throughout the states and territories in which we operate. Tatts Lotteries' games are available through an extensive network of over 4,000 retailers, who are committed to providing games in a safe, secure and friendly environment.

For most people, playing lottery games is fun and entertaining. Lottery play is rarely associated with causing problem gambling. Notwithstanding this, Tatts Lotteries has developed Responsible Gambling Codes of Conduct for each state and territory in which we operate as the cornerstones of our Responsible Play Program.

The Responsible Gambling Codes of Conduct act as guides for the responsible service delivery and unfaltering commitment that the community can expect from Tatts Lotteries and its retailer network.

Objectives

- To ensure that lotteries remain a socially responsible, fun and entertaining experience.
- To provide a framework for Tatts Lotteries and its retailer network for the continued responsible delivery, marketing and sale of its lottery products.
- To continue to demonstrate Tatts Lotteries' unwavering commitment to responsible business practices and community support.

1. Definitions

Tatts Lotteries means Tattersall's Sweeps Pty Ltd, ABN 99 081 925 662 of Level 1, 411 Collins Street, Melbourne Victoria; Tatts NT Lotteries Pty Ltd ABN 18 146 244 984 of Level 1, 411 Collins Street, Melbourne Victoria; Golden Casket Lottery Corporation Limited, ABN 27 078 785 449 of 87 Ipswich Road, Woolloongabba, Queensland; New South Wales Lotteries Corporation Pty Ltd, ACN 142 890 195 of 1 Figtree Drive, Sydney Olympic Park, New South Wales and Tatts Lotteries SA Pty Ltd, ACN 146 245 007 of 188 Richmond Road, Marleston South Australia.

Tatts means Tattersall's Sweeps Pty Ltd.

Golden Casket means Golden Casket Lottery Corporation Limited.

Retailer means the person(s) who has been granted a Tatts or Golden Casket Franchise and for the purpose of this Code includes the website www.tattersalls.com.au

Outlet means the place of business of a Retailer.

Websites means the Tatts website, www.tattersalls.com.au and the Golden Casket website www.goldencasket.com

2. Commitment to Responsible Gambling

Tatts Lotteries and its Retailers are committed to providing the highest standards of customer care and responsible gambling. We support and encourage the responsible play of our lottery games and are committed to the Tatts Lotteries Responsible Play Program. The Tatts Lotteries Responsible Gambling Codes of Conduct for each jurisdiction form part of this program. In general, Tatts Lotteries does not offer games that would:

- (a) create any continuous forms of play;
- (b) have a strong appeal to minors; or
- (c) be offensive or contrary to the public interest.

This Tatts Lotteries Responsible Gambling Code of Conduct Tasmania (**Code**) describes how we demonstrate this commitment in Tasmania.

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

3. Availability of the Code

A sign indicating the availability of the Code is on display in all Outlets.

A responsible gambling brochure, '*Have Fun & Play Responsibly*', indicating the availability of the Codes for each jurisdiction and providing a high level summary of the main tenets of all of the Codes in major community languages, is available for all customers in all Outlets.

A full copy of the Code is available for inspection in all Outlets upon request and also on the Websites.

4. Responsible Gambling Message

Tatts Lotteries has a responsible gambling message, "**HAVE FUN & PLAY RESPONSIBLY**", which is displayed on all responsible gambling materials.

5. Responsible Gambling Information

Tatts Lotteries' Responsible Gambling Materials

All Outlets and the Websites have responsible gambling information on display in a range of forms, including brochures and posters.

Materials are subject to change but current examples of responsible gambling materials include:

- (a) The '*Have Fun & Play Responsibly*' brochures which are on display and available for customers at all Outlets and on the Websites. These brochures provide information on:
 - how to gamble responsibly;
 - how to make and keep a pre-commitment decision;
 - the availability of gambling support services;
 - the odds of winning; and
 - how to lodge a complaint for a suspected sale of lottery products to minors or for any other responsible play complaint.
- (b) The '*Have Fun & Play Responsibly*' sign is on display in all Outlets and on the Websites. This sign includes information on:
 - the prohibition of the sale of lottery products to minors and to intoxicated people;
 - the availability of gambling support services;
 - the Complaints Handling Charter;
 - Tatts Lotteries responsible gambling financial transaction policy including the restrictions that apply to the payment of winnings by cheque, the cashing of cheques, the provision of credit or the lending of money for the purposes of gambling; and
 - the availability of the Public Lottery Rules for inspection in the Outlet.
- (c) The Public Lottery Rules for Tatt's games are available for inspection at all Tatts Outlets and on the Tatts website. The Public Lottery Rules provide information on the games and the percentage return to players.
- (d) The Lotteries Rule 2010 schedule 7 (**Lotteries Rule**) for Golden Casket Instant Scratch-its games is available for inspection at all Tatts or Golden Casket Outlets in the Tatts Lotteries Responsible Play Folder and online at www.goldencasket.com. The Lotteries Rule provides information on the games and the percentage return to players.

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

- (e) The 'How to Play' brochures are on display and available to customers in all Outlets. The 'How to Play' brochures provide information on the games. 'How to Play' information is also available on the Websites.
- (f) The 'Complaint Handling Charters' which are available on the Websites.
- (g) Responsible Gambling banner text containing a responsible gambling message and contact information details for problem gambling support services will frequently be electronically displayed on screens in Outlets.
- (h) Self exclusion information for Tatts online players which is provided via a link from the online purchasing site to the 'Have Fun and Play Responsibly' page on the Tatts Website. This information directs online players who wish to self exclude, to call Tatts Lotteries Responsible Play Liaison officers to suspend their online accounts for a minimum of 180 days. Alternatively, online players can self exclude themselves online. The 'Have Fun and Play Responsibly' web page also displays the National Gambling Helpline number of 1800 858 858, the Public Lottery Rules, the odds information and the 'How to Play' information for each game.

Tasmanian Government Responsible Gambling Materials *

- (i) The Tasmanian Government "Minors Warning" sign is on display in all Outlets and on the Website.
- (j) The Tasmanian Government "Gamblers Help" contact cards are available to players at all times and supplies of the card are located in a prominent position in the Outlet. The card is also on display on the Website.
- (k) The Tasmanian Government "Gamblers Regulation" brochures are available to players at all times and supplies of the brochure are located in a prominent position in the Outlet. The brochure is also on display on the Website.
- (l) The Tasmanian Government "Low Risk Gambling" brochures are available to players at all times and supplies of the brochure are located in a prominent position in the Outlet. The brochure is also on display on the Website.
- (m) The Tasmanian Government "Lotteries and Instant Scratch ticket – Chances of Winning" brochures are available to players at all times and supplies of the brochure are located in a prominent position in the Outlet. The brochure is also on display on the Website.
- (n) The Tasmanian Government "Complaints" brochures are available to players at all times and supplies of the brochure are located in a prominent position in the Outlet. The brochure is also on display on the Website.
- (o) Any Tasmanian Government signs, brochures, stickers or information as required from time to time by written notice from the Commission are displayed in Outlets and on the Website, as required.

*Note: all of the above Tasmanian Government materials will be displayed in Outlets and on the Website within one month of becoming available from the Commission.

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

6. Gambling Product Information

Information on all gambling products must be available and accessible for customers on request in all Outlets. This information concerns the odds of winning and player information for each game.

The Public Lottery Rules for each Tatts lottery game are available and accessible for customers on request in all Tatts Outlets or on the Tatts website. They include information on the games and the percentage return to players.

The Lotteries Rule 2010, schedule 7 (**Lotteries Rule**) for Golden Casket Instant Scratch-its games is available for inspection at all Tatts or Golden Casket Outlets in the Tatts Lotteries Responsible Play Folder and online at www.goldencasket.com. The Lotteries Rule provides information on the games and the percentage return to players.

Outlets also have 'How to Play' brochures on display and available for customers which include information on how to play the games, and may include the odds of winning a first division prize, a top prize or the odds of winning a prize.

Outlets also have the 'Have Fun and Play Responsibly' brochures on display and available to consumers which include information on the odds of winning a first division or top prize or the odds of winning a prize.

7. Customer Loyalty Scheme

The Tatts Card (Tatts) is a membership scheme which adds security to members' lotto purchases and where customers can choose to store their favourite numbers. Tatts Lotteries tickets purchased by the cardholder are registered to their Tatts Card. Tatts Lotteries stores the customer's contact information against the Tatts Card and pays their prizes if not claimed within a defined period. Detailed information including the terms and conditions about the operation of the Tatts Card program is made available at the time of joining.

Membership is not available to minors or excluded players. Tatts will provide members with a player activity statement showing the dollar amount of any expenditure during a period, once per annum, on request by a member.

Program members can access any Tatts Card information that Tatts holds about them. Information about the Tatts Card program and its Tasmanian members may be made available to the Tasmanian Gaming Commission on request. (The Commission will ensure that the Tasmanian Government's Information Privacy Principles will apply where personal information is provided).

Tatts Lotteries does not actively have a schedule of defined rewards which are linked to expenditure; however the database system storing customer information has the ability to extend to these methods. Occasionally, Tatts Lotteries will communicate about upcoming events or offer members the ability to enter a second chance draw by using their Tatts Card to purchase particular lottery products. The winners of any promotions conducted for Tatts Card members are contacted by Tatts Lotteries.

Responsible Gambling messages, as approved by the Commission, are incorporated and prominently displayed in all program documentation. The Tatts Card program endeavours to not offend prevailing community standards.

There is a membership program for Golden Casket Instant Scratch-its which allows members access to exclusive promotions, offers and activities. Members can access from time to time, second chance draws and promotional offers on certain instant scratch tickets bought in retail outlets via an online Scratch eClub. The membership scheme does not have a schedule of defined rewards and is not linked to expenditure on Golden Casket Instant Scratch-its.

Detailed information including the terms and conditions about the operation of the Scratch eClub program is made available at the time of joining.

Membership is not available to minors or excluded players. As the program is not linked to expenditure, a tally on expenditure, on Golden Casket Instant Scratch-its is not able to be provided to a player in an activity statement. Program members can access any Scratch eClub information that Golden Casket holds about them. Information about the Scratch eClub program and its Tasmanian members may be made

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

available to the Tasmanian Gaming Commission on request. (The Commission will ensure that the Tasmanian Government's Information Privacy Principles will apply where personal information is provided).

Responsible Gambling messages, as approved by the Commission, are incorporated and prominently displayed in all program documentation. The Scratch eClub endeavours to not offend prevailing community standards

Note: all of the above requirements will be complied with on and from 1 September 2012

8. Pre-commitment Strategy

Tatts Lotteries encourages customers to set a limit according to their individual circumstances. Printed information is available at Outlets to assist a customer to make a pre-commitment decision. Online customers are able to set themselves play limits and deposit limits.

9. Retailer and Staff Training

Tatts Lotteries field service representatives (Retail Territory Managers) and Retailers are trained in the service of responsible gambling. Each Retailer receives comprehensive responsible gambling training prior to their commencement at an Outlet using the Tatts Lotteries Responsible Play Guide and the Tasmanian Government training material in the form of the Tasmanian Responsible Gambling Training Manual – Foreign Games Permit Holders and Accredited Representatives (the Manual). Tatts Lotteries also requires that the Tatts Lotteries Responsible Play Guide and the Manual is used by the Retailer for the purposes of on-training their staff members. A copy of both the Tatts Lotteries Responsible Play Guide and the Manual must be kept in the Tatts Lotteries Responsible Play Folder at the retail outlet. They are to be used in training staff and as a reference for the Retailer. Liquor and Gaming Compliance Inspectors may, during a compliance check, request to view the Manual to confirm that Retailers have this Tasmanian Government training material on site.

10. Interaction with Customers

Tatts Lotteries has designated Responsible Play Liaison Officers (RPLOs) who are available during business hours (approximately 5am until 8pm Monday to Saturday and 5am until 2.30pm on Sunday, but subject to change). Tatts Lotteries RPLOs can be contacted on the Tatts Lotteries Responsible Play number 1300 138 132.

A person who approaches a staff member in an Outlet and asks for information about problem gambling services or indicates a problem with their gambling will be directed to the Retailer or Tatts Lotteries RPLO for assistance.

On request the RPLOs can:

- (a) provide information and contact details for gambling related support services;
- (b) remove players from the Tatts Card program and/or stop promotional letters or offers from personally being mailed to the player.

After deactivating their Tatts Card membership, no correspondence or promotional material is to be personally mailed to self excluded players.

The RPLOs maintain a Responsible Gambling Incident Register of any telephone calls received by customers experiencing a gambling problem.

Players who are noticeably distressed from gambling will be provided with information detailing gambling support services.

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

For interpreter services regarding Responsible Play, customers will be advised to contact the RPLOs on 1300 138 132 for further information. If required the Retailer will assist the customer by contacting the RPLOs on the customer's behalf.

Tatts Lotteries and its Retailers value the protection of customers' privacy and all interaction with customers will be done with due respect for their privacy.

Tatts Lotteries, their Retailers and their staff, must not encourage a person to gamble beyond their means.

Gambling Helpline National Number: 1800 858 858.

11. Staff Gambling Policy

Tatts Lotteries has no restrictions on its staff or Retailers participating in the purchase of lottery products.

If a Tatts Lotteries staff member, a Retailer or a member of their staff asks for information about problem gambling services or indicates a problem with their gambling, they will be directed to a Tatts Lotteries RPLO for assistance, with due respect for the privacy of the staff member or Retailer.

Tatts Lotteries provides responsible gambling training and material to all staff members and new Retailers at induction training and provides updates on responsible gambling at regular network meetings.

12. Problem Gambling Support Services

Tatts Lotteries is committed to maintaining strong linkages with problem gambling support services. Tatts Lotteries Social Responsibility Manager and the Tatts Executive General Manager, Community Relations, with the assistance of a senior Retail Manager, are responsible for maintaining those relationships and meeting with the Gamblers Help support services in various jurisdictions.

13. Customer Complaints

Tatts Lotteries has a Complaint Handling Charter each for Tatts, and Golden Casket dealing with complaints about the operation of, or compliance with, the Codes. The Complaint Handling Charters detail the process for customer complaints. These charters are available online at www.tattersalls.com.au and www.goldencasket.com.

The 'Have Fun and Play Responsibly' Responsible Play sign and brochure, which are on display and available at all Outlets, advertises the location of the Complaint Handling Charters on the Tatts and Golden Casket websites.

A member of the public can make a complaint to Tatts or Golden Casket in person, by telephone, letter, fax or email.

CONTACT DETAILS – TATTS

Phone: 131 868
Email: support@tattersalls.com.au
Fax: (07) 3877 1140
Mail: Complaints at Tatts
Locked Bag 7
COORPAROO DC QLD 4151
Visit in person: Level 1, 411 Collins Street,
Melbourne
Victoria

CONTACT DETAILS - GOLDEN CASKET

Phone: 131 868
Email: playersupport@goldencasket.com
Fax: (07) 3877 1140
Mail: Complaints at Golden Casket
Locked Bag 7
COORPAROO DC QLD 4151
Visit in person: Golden Casket
87 Ipswich Rd,
Woolloongabba QLD 4102

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

If a complaint is made in person or by telephone, the complainant may be asked to submit details of the complaint in writing.

The incident or complaint will be investigated within a reasonable timeframe and for written complaints, within 21 days.

The Tatts Lotteries Incidents and Complaints Unit investigates, determines and implements a resolution, informs the complainant and the subject of the complaint (if applicable) of Tatts Lotteries conclusion in relation to the complaint and the reason for that conclusion and also logs the details of the complaint and the outcome. If the matter is resolved, no further action is taken.

If the complainant requests a review of the decision, an internal independent review is conducted, which may include the following measures:

- all material in relation to the complaint is examined; and
- discussions may be held with the complainant, the subject of the complaint, and/or staff involved with the management of the complaint.

If the complainant requests a review of the internal decision, the matter is referred by Tatts Lotteries to a member of a panel of independent mediators, for either a determination based on submitted paperwork or to arrange mediation if necessary. Costs of this process will be shared equally by Tatts and the complainant.

Players 1st Program

In addition to the Complaint Handling Charter, Tatts Lotteries has a Players 1st Program which is designed to ensure security of lottery purchases and prize claims. Measures that are covered in the program include: registering as a Tatts Card member; ticket security hints and tips; retailer integrity procedures; Players 1st Hotline and email; prize claim procedures; customer service standards; and reminders to players to check tickets carefully at time of purchase.

In particular, the Players 1st hotline of 1300 PLAYER (1300 752 937) is promoted to players for use if there is doubt about what to do with a major prize win or if the player has concerns about the way a lottery transaction has been handled. Any complaints received through this hotline will be investigated by Tatts Lotteries.

14. Minors

Legislation prohibits persons under 18 years of age from purchasing lottery products. Retailers are required to ask for verification of age where they are uncertain whether a customer is at least 18 years of age. If relevant verification cannot be produced, service must be refused. Retailers are also not permitted to pay prizes to minors or allow them to collect prizes on behalf of their parents, guardians or other adults.

Tatts online players are required to undergo an identification process to confirm their identity and that they are over 18 years of age. Before a player's first withdrawal can be processed, Tatts Lotteries requires that the player verifies the information they provided during registration.

15. The Gambling Environment

Tatts Lotteries and their Retailers provide a safe environment and discourage customers from engaging in extended gambling.

Customers who are intoxicated are not permitted to buy lottery entries.

Staff working in Outlets, or at Tatts, Golden Casket or Tatts Lotteries Offices, are not to encourage lottery players to provide them with gifts or gratuities.

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

16. Financial Transactions

Tatts Lotteries and their Retailers do not provide credit or lend money for the purchase of lottery products. The purchase of lottery entries via credit cards and/or EFTPOS is an acceptable retail practice.

Tatts retailers do not accept cheques from customers for the purchase of lottery products, nor do they cash prize cheques or any other cheques.

Golden Casket retailers allow the purchase of lottery products by cheque, but do not cash prize cheques or any other cheques.

Tatts and Golden Casket retailers must pay any prize winnings \$4,000 and over by cheque and by reverse EFTPOS or internet transfer (Golden Casket only). Under \$4000, options of payment are via cheque, cash and reverse EFTPOS (Golden Casket only) and internet transfer (Golden Casket only).

Information on the financial transaction policy is on display at all Outlets on the Have Fun & Play Responsibly sign.

17. Responsible Advertising and Promotions

Tatts Lotteries ensures that its advertising and promotions for Tasmania which are prepared by Tatts Lotteries marketing staff:

- (a) comply with the advertising code of ethics adopted by the Australian Association of National Advertisers;
- (b) do not represent an irresponsible trading practice or portray actions that may seem socially irresponsible and are consistent with the expectation that gambling will be conducted responsibly so as to minimize harm;
- (c) are not directed or likely to appeal (whether in terms of style, tone, content, medium, location or any other factors) primarily to persons under 18 years of age. No suggestion should be made in any advertising that anyone under the age of 18 can participate in lottery games. In Tasmania, gambling advertising must not show people that are under 25 years of age unless;
 1. their appearance is incidental as part of a natural situation; and
 2. they are not located in a gambling venue; and
 3. there is no implication that the person will participate in gambling.This does not apply to a person engaged to advertise or promote gambling as part of a sponsorship agreement, however the person must be over 18 years of age and must not be shown participating in gambling;
- (d) are not false, misleading or deceptive or in contravention of a requirement of lotteries regulations;
- (e) do not implicitly or explicitly misrepresent the probability of winning a prize or suggest that winning will be a definite outcome of participation in a lottery;
- (f) do not give the impression that buying lottery tickets is a reasonable strategy for financial attainment or will definitely improve a person's financial prospects or social situation;
- (g) do not offend prevailing community standards and are in accordance with decency, dignity and good taste and in accordance with the Commercial Television Industry Code of Practice as in force at the time the lottery advertising is published;
- (h) are not discriminatory nor appear to be patronising to any particular group;
- (i) are not directed at or provided to excluded persons and are not targeted at vulnerable or disadvantaged groups where people may not have a capacity to fully understand the information, such as refugees or people with intellectual disabilities;
- (j) do not include misleading statements about odds or prizes;

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

- (k) do not publish or cause to be published anything which identifies customers who have won a prize without prior consent and do not violate the confidentiality of any information relating to, or the privacy of, players without the consent of the player;
- (l) do not depict or promote the consumption of alcohol while buying a lottery product.*;
- (m) do not encourage anyone to contravene a gaming law or any law;
- (n) do not suggest that skill can influence games that are games of chance;
- (o) do not encourage excessive or reckless playing;
- (p) do not challenge or dare a person to play; and
- (q) Includes responsible gambling messages in all media (including internet) advertising that incorporates the name and telephone number for the Gambling Helpline, to a size and form which meets the requirements of the Tasmanian Gaming Commission Gambling Product Advertising Standards document. (For Tatts and Golden Casket lottery product advertising this is the 'Have Fun & Play Responsibly' message followed by 'Gambler's Help 1800 858 858').

*The depiction of celebrating a win in a responsible manner, but not within an Outlet is allowed

Note: all of the above requirements will be complied with on and from 1 September 2012

Tatts Lotteries also incorporates the Responsible Play Program's tagline, 'Have Fun & Play Responsibly' into prominent pieces of point-of-sale and other advertising and promotional material where appropriate. A Responsible Gambling checklist and guidelines are used by Tatts Lotteries in the preparation of marketing material to assist staff compliance for lottery generated promotional material.

The Tatts and Golden Casket Retailers are obliged to ensure their own advertising and promotional materials, where such materials relate to Tatts or Golden Casket gambling products, comply with the same requirements as above. These requirements are advised to all Retailers in training.

The Tatts and Golden Casket Retailers are also obliged to ensure their own advertising and promotional materials:

- a) are approved by Tatts Lotteries; and
- b) incorporate the Tatts Lotteries Responsible Play Program's tagline, 'Have Fun & Play Responsibly' followed by 'Gambler's Help 1800 858 858' as in point (q) above.

18. Inducements

Tatts Lotteries will not provide specific inducements that may lead to problem gambling or exacerbate existing gambling problems. This includes persuading people to gamble when they wouldn't normally gamble outside of their normal gambling patterns and as such will not:

- (a) enter into an incentive based sponsorship arrangement whereby the level of sponsorship to be provided is linked to the use of Tatts Lotteries gambling products;
- (b) offer players any inducements (ie a voucher, ticket token or any other form of reward which can be exchanged or used for gambling purposes) of a value greater than \$10. This includes multiple vouchers at the same time where the combined value would exceed \$10.
- (c) offer players free or discounted alcohol for consumption whilst purchasing lottery tickets or offer vouchers for the purchase of alcohol as an inducement or reward for gambling;
- (d) require an entrant in a promotional draw where the value of any individual prize is greater than \$1000, to attend the draw in order to win a prize in that draw.

Any inducement offered, other than one for a specific event, will be valid for a minimum of 30 days.

Tatts Lotteries Responsible Gambling Code of Conduct-Tasmania

Note: all of the above requirements will be complied with on and from 1 September 2012

19. Retail Compliance with the Code

Tatts Lotteries monitors Retailers' compliance with the Code through annual retail outlet audits. The audit is conducted by Retail Territory Managers during their regular call cycle visits to the outlets. The audit is recorded in an audit report. In addition to the audit, as part of the normal call activities on subsequent visits to the outlets, a check is undertaken of compliance with a range of responsible gambling measures including display of all required signs and information.

20. Review of the Code

The Code is a dynamic document and will be reviewed annually to ensure it complies with legislation and any ministerial direction.

The results of the annual retail outlet audit together with feedback from Gamblers Help, Retail Territory Managers, trainers and feedback from Retailers and customers to the Contact Centre will be used to inform the review. Areas needing improvement will be highlighted in a review report and put into an action plan for the following financial year by Tatts Lotteries' Social Responsibility Manager.