



**Tatts Lotteries**  
**Responsible Gambling**  
**Code of Conduct**  
*Australian Capital*  
*Territory*

JULY 2013

# Tatts Lotteries Responsible Gambling Code of Conduct ACT

## 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

- a. To ensure that lotteries remain a socially responsible, fun and entertaining experience.
- b. To provide a framework for Tatts Lotteries and its retailer network for the continued responsible delivery, marketing and sale of its lottery products.
- c. 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, Marlestone South Australia.

**NSW Lotteries** means New South Wales Lotteries Corporation Pty Ltd

**Retailer** means the person(s) who has been granted a NSW Lotteries Franchise and for the purpose of this Code includes the websites [www.nswlotteries.com.au](http://www.nswlotteries.com.au) and [www.nsw.ozlotteries.com](http://www.nsw.ozlotteries.com)

**Websites** mean the NSW Lotteries websites, [www.nswlotteries.com.au](http://www.nswlotteries.com.au) and Oz Lotteries website [www.nsw.ozlotteries.com](http://www.nsw.ozlotteries.com)

**Outlet** means the place of business of a Retailer.

## 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 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 - ACT (**Code**) describes how we demonstrate this commitment in the ACT.

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## 3. Availability of the Tatts Lotteries- ACT Code

A sign indicating the availability of the Tatts Lotteries- ACT 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 the Codes in major community languages, is available for all customers in the Outlets.

A full copy of the Tatts Lotteries- ACT Code is available for inspection in all ACT 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. Gambling Information and Warnings

Tatts Lotteries ensures the approved NSW Government gambling information and warning message of:

Think! About your choices  
Call Gambling Help 1800 858 858  
[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)

appears on the following NSW Lotteries material:

- a) NSW Lotteries printed lottery entry forms and tickets with the exception of Instant Scratch tickets;
- b) NSW Lotteries How to Enter/Play leaflets/posters. These leaflets/posters must also contain information about the odds of winning a major prize in a lottery or if there are different prize divisions, the chances of winning a prize in each division;
- c) The Websites;
- d) Any NSW Lotteries written advertising published, or caused to be published by NSW Lotteries or their Retailers in a newspaper, magazine, poster or other printed document including internet advertisements;
- e) The “Have Fun and Play Responsibly” Tatts Lotteries Responsible Play brochure;
- f) The “Have Fun and Play Responsibly” Tatts Lotteries NSW Retailer Responsible Play sign.

The warning message also appears on the NSW Government approved ‘player information brochure’ and the NSW Government approved ‘counselling signage poster’ which are on display in NSW Lotteries Outlets.

## 6. Responsible Gambling Information

### Tatts Lotteries’ Responsible Gambling Materials

All Outlets and the Websites **must** have responsible gambling information on display in a

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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 must be displayed and available for customers at all Outlets and online at 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;
- how to lodge a complaint for a suspected sale of lottery products to minors or for any other responsible play complaint; and
- contains the NSW Government approved gambling information and warning message of :

Think! About your choices

Call Gambling Help 1800 858 858

[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)

b) The *'Have Fun & Play Responsibly'* sign must be on display in all Outlets and online 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 contact details for the Gambling Contact Officer
- the Complaints Handling Charter;
- Tatts Lotteries responsible gambling financial transaction policy including the restrictions that apply to the payment of winnings over \$1000, the cashing of cheques, the provision of credit or the lending of money for the purposes of gambling;
- the availability of the NSW Lotteries Game Rules for inspection in the Outlet; and
- the NSW Government approved gambling information and warning message:

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Think! About your choices

Call Gambling Help 1800 858 858

[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au).

- the availability of the Gambling and Racing Control (Code of Practice) Regulations 2002 for inspection in the Outlet;
  - the contact details for the Player's 1<sup>st</sup> Hotline
- c) The NSW Lotteries Game Rules must be displayed in all Outlets or be available for inspection on request by customers at all Outlets and online at the Websites. The NSW Lotteries Game Rules provide information on the games and the percentage return to players.
- d) The NSW Lotteries 'How to Play' leaflets must be on display and available to customers in all Outlets and information on how to play the games must be available online at the Websites. The 'How to Play' leaflets provide information on each of the NSW Lotteries games and the odds of winning a major prize in those lottery games or if there are different prize divisions in the lottery games, the odds of winning a prize in each division. The 'How to Play' leaflets must also include the NSW Government approved gambling information and warning message:

Think! About your choices

Call Gambling Help 1800 858 858

[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)

- e) The Customer complaint Handling Charter which is available online at

[www.nswlotteries.com.au](http://www.nswlotteries.com.au)

- f) The Websites must include the odds of winning a major prize in each of the NSW Lotteries lottery games or, if there are different prize divisions in the lottery games, the odds of winning a prize in each division. The Websites must also include the information contained in the NSW Government approved player information brochure. This information is provided via a link to the NSW Government website to the approved player information brochure. The Websites must contain the NSW government approved gambling information and warning message:

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Think! About your choices

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[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)

The materials described in Section 6 (a),(b) and (d) are available for re-order by the Retailer through the lottery terminal.

- g) Responsible Gambling banner text containing a responsible gambling message and contact information details for problem gambling support services will be electronically displayed on customer terminal screens in most Outlets at least four times per annum.
- h) NSW Lotteries online player self-exclusion information which is provided in the 'Guide to Buying Online' in the 'Buy Lotto' section of the 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. It also provides information to the customer on how to self-exclude themselves online, via the submission of an online self-exclusion request. For customers to get further help there is the National Gambling helpline number on the Self Exclusion Web Page and there is a link from the Self- Exclusion web page to the Responsible Play Program web page on the NSW Lotteries Website. The Responsible Play Program web page also displays the National Gambling Helpline number 1800 858 858, the Lottery Rules; the odds information and the 'How to Play' information for each game.

## 7. NSW and ACT Government Responsible Gambling Materials

- a) The NSW Government English Player Information brochure must be in a form approved by the Authority and must be on display in all outlets and must be made available to players.
- b) The NSW Government Counselling Signage poster must be in a form approved by the Authority and must be on display in all outlets.
- c) These NSW Government materials contain the gambling warning message and the Gambling Helpline number and NSW Government help website address. The player information brochure also contains information concerning the chances of winning a major prize in a public lottery.
- d) NSW Lotteries is obliged to supply Retailers with the above NSW Government materials for display in the Outlets.
- e) On request from a player, a Retailer must supply a NSW Government community language player information brochure as soon as practicable after being requested to do so. The brochures must be in a form approved by the Authority and obtained from the NSW Office Of Liquor, Gaming and Racing (NSW OLGR) via a request to the Tatts Lotteries Social Responsibility Manager on 07 3877 1119, who will organise the receipt of the brochure from NSW OLGR.
- f) The ACT Government 'Take Control' brochures must be prominently displayed in each

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outlet.

- g) The materials described in Section 7 (a), (b) and (f) are available for re-order by the Retailer through the lottery terminal.
- h) A copy of the ACT Gambling and Racing Control (Code of Practice) Regulation 2002 which is provided to all ACT Outlets and must be kept in the Responsible Play Folder for customer inspection on request. Customers can get their own copy from the ACT government website: [www.legislation.act.gov.au](http://www.legislation.act.gov.au)

## 8. 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 NSW Lotteries Game Rules for NSW Lotteries games must be available for inspection at all NSW Lotteries Outlets and online at [www.nswlotteries.com.au](http://www.nswlotteries.com.au) and [www.nsw.ozlotteries.com](http://www.nsw.ozlotteries.com).

Outlets also have 'How to Play' brochures which include information on how to play the NSW Lotteries games. They also have the Tatts Lotteries Have Fun and Play Responsibly brochures which include information on the odds of winning a first division prize or the odds of winning a prize. Both of these brochures must be on display and available for customers in outlets.

Gambling product information must be made available to players who speak various community languages by accessing the interpreter services as detailed in "10. Interaction with Customers", in this Tatts Lotteries Code. By doing this, the retailer will be adhering to the requirements of the ACT Gambling and Racing Control (Code of Practice) Regulation 2002 s1.25(4) which states that "if asked for information about the availability of interpreter services to patrons at a gambling facility, the licensee for the facility must give the information".

The NSW Government English Player Information brochure must be on display and accessible to all players. These brochures contain information concerning the chances of winning a major prize in a public lottery.

On request from a player, a retailer must supply a NSW Government Community Language Player Information brochure as soon as practicable after being requested to do so. The brochures must be in a form approved by the Authority and obtained from the NSW Office Of Liquor, Gaming and Racing (NSW OLGR) via a request to the Tatts Lotteries Social Responsibility Manager on 07 3877 1119, who will organise the receipt of the brochure from NSW OLGR. These brochures contain information concerning the chances of winning a major prize in a public lottery.

## 9. Customer Loyalty Scheme

The Players Club card is a membership scheme which add security to members' lotto purchases and where customers can choose to store their favourite numbers. NSW Lotteries tickets purchased by the cardholder are registered to their Players Club. NSW Lotteries stores the customer's contact information against the Players Club Card and pays their prizes if not claimed within a defined period.

NSW 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

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extend to these methods. Occasionally, NSW Lotteries will communicate about upcoming events or offer members the ability to enter a second chance draw by using their Players Club Card to purchase particular lottery products. The winners of any promotions conducted for Players Club Card members are contacted by NSW Lotteries.

There is a membership program for NSW Lotteries 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 NSW Lotteries 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.

## 10. 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. Deposit limits exist for customers using credit cards to deposit funds into their online account.

## 11. Staff Training

Tatts Lotteries ensures that the Retailer in charge of each (Tatts or NSW Lotteries) outlet in the ACT:

- a. has successfully completed an approved training program within the previous 5 years; and
- b. is made aware of his or her obligations under the ACT Gambling and Racing Control (Code of Practice) Regulation 2002; and
- c. reports to the NSW Lotteries Retail Territory Managers (RTMs) for the ACT when the Retailer will be absent from the outlet for longer than a week and advises who will be in charge of the outlet during the Retailer's absence. The RTM in turn advises the Gambling Contact Officer (GCO) who advises the ACT Commission

Written applications for exemptions in relation to completing an approved training course will be applied for by the retailer, in writing to the GCO at Tatts Lotteries. The GCO will contact the ACT Commission for an exemption and will inform the retailer if this has been granted or not.

Self Paced training will be undertaken at the implementation of the new Tatts Lotteries Responsible Play Program in 2010. A register will be required to be signed by all Retailers recording their receipt and completion of the training material. Tatts Lotteries will issue certificates to each retailer who has successfully completed the training. (Tatts Lotteries will verify the success of the training by checking the questionnaire at the back of each of the retailer's workbooks). Training is to be conducted within five years of the date of the first training and when updates occur before the five years is passed.

The Retailer in charge of each outlet will take all reasonable steps to ensure that their staff who deal with lottery products and operate the terminals and their supervisors:

- have successfully completed an approved training program within the previous 5 years; and



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- are made aware of their obligations under the ACT Gambling and Racing Control (Code of Practice) Regulation 2002;

Written applications for exemptions in relation to completing an approved training course will be applied for by the retailer, in writing to the GCO at Tatts Lotteries. The GCO will contact the ACT Commission for an exemption and will inform the retailer if this has been granted or not.

Training will be conducted by the Retailer for his/her staff at the implementation of the new Tatts Lotteries Responsible Play Program in 2010. A register will be required to be signed by all staff and Retailers recording the successful completion of the training by the staff members. The retailer will check the questionnaire at the back of each training work book to ascertain the success or otherwise of the staff members' training. Only successful trainees will be entered into the register. Unsuccessful trainees must be re-trained before the register is signed by both parties. The retailers will keep the register at the outlet and make it available for inspection if required. Retailers will maintain the register and note when re-training is required for each staff member before the end of five years and when updates occur before the five years is passed.

### 12. Interaction with Customers

A Tatts Lotteries Gambling Contact Officer (GCO) is designated as the main point of contact for ACT customers and retailers concerning problem gambling issues for NSW Lotteries games sold in the ACT.

The GCO is located at Tatts Lotteries Head Office and is contactable during business hours on a dedicated number. The number is 1300 88 22 96. The GCO is the Social Responsibility and Business Development Manager.

The GCO is told about any person (staff or customers) in the outlets who is believed to have a gambling problem and the details of the person's behaviour that led to that belief.

Outlets need to note these details that are told to the GCO in their own Tatts Lotteries ACT **Outlet** Gambling Incident Register before advising the GCO.

On being approached by a person who admits to having a gambling problem, the outlet staff member will discreetly:

- Ask for the person's name and address and enter it into their Tatts Lotteries ACT **Outlet** Gambling Incident Register along with other required details.
- Refer them to the Tatts Lotteries GCO on 1300 88 22 96.
- Provide them with contact details for gambling support services in the ACT.
- Provide them with a Tatts Lotteries Have Fun and Play Responsibly Brochure.
- Advise the GCO of the details of the incident, action taken and by whom, date and time of incident and person's name and address.

On recognising that someone is showing signs of having a gambling problem but does not ask the outlet staff member for help, the outlets' staff member will discreetly:

- Provide the player with a Tatts Lotteries Have Fun and Play Responsibly Brochure.
- Contact the Tatts Lotteries GCO on 1300 88 22 96 and advise him/her the name and address of the person if known.

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- Provide the GCO with the description of the person if the name or address is not known.
- Provide the GCO with the details of the person's behaviour that led to the belief he/she had a gambling problem.
- Record details of his/her actions in their copy of the Tatts Lotteries ACT **Outlet** Gambling Incident Register. Record name and address of person if known, or description if not known. Record, date and time of incident, and nature of incident.

The GCO keeps a consolidated Tatts Lotteries Head-Office ACT Gambling Incident Register of all incidents noted at all stores or Tatts Lotteries offices. This register contains details of:

- the name or a description of each person the GCO is told about from any of the outlets that may have a gambling problem and
- details that led to that belief; and
- the name or a description of each person whom the GCO him /herself believes has a gambling problem; and
- details of the person's behaviour that led to that belief by the GCO.

The GCO will take reasonable steps, in relation to people who are listed in the incident register to:

- discuss the possible gambling problem with them as soon as possible; and
- give the person advice or information about-
  - a. counselling and advisory services available from support agencies; and
  - b. provide the players with the Tatts Lotteries Responsible Play phone number 1300 138 132 for the option of removing themselves from the Tatts Card or Player's Club player programs by deactivating their card and or stopping promotional letters or offers from being personally mailed to them.

If a complaint is made to the GCO about problem gambling at the outlet:

- The GCO records detail of the complaint made and refers the complainant to the Tatts Lotteries (Incident Management Team) IMT to further progress the complaint.
- Once the complaint is investigated by the Tatts Lotteries Incident Management Team, tell the complainant about any action taken or that action was not taken and the reasons why; and
- Tell the complainant that a complaint can be made to the Commission;
- Report to senior management of Tatts Lotteries, via the Tatts Lotteries IMT Reporting framework about any complaints made to the GCO, about problem gambling at the outlets or by staff at the Tatts Lotteries offices;

The GCO will ensure, as far as possible, that there is no unauthorised or inappropriate disclosure of personal information obtained or kept under the code of practice.

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

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For interpreter services regarding Responsible Play, customers are advised to contact the Tatts Lotteries Responsible Play Line on 1300 138 132 for further information. If required, the Retailer will assist the customer by calling the Responsible Play Line on the customer's behalf.

After deactivating their player cards, no correspondence or promotional material is to be personally mailed to self excluded players from Tatts Lotteries.

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

**Gambling Helpline National Number: 1800 858 858**

## 13. Staff Gambling Policy

In the ACT, retailers and their staff who are directly involved in providing gambling services to customers and each person who supervises staff members, are not permitted to purchase lottery products from the outlet where they work, except as part of their duties. Nor are they to let anyone gamble on their behalf. This applies even when they are visiting the store and are not on duty.

## 14. 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 the Senior Retail Business Manager, are responsible for maintaining those relationships and meeting with the Gamblers Help support services from time to time.

## 15. Customer Complaints

Tatts Lotteries has a Complaint Handling Charter for NSW Lotteries dealing with complaints about the operation of, or compliance with, the Code. The Complaint Handling Charter details the process for customer complaints. This charter is available online at [www.nswlotteries.com.au](http://www.nswlotteries.com.au)

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 Charter on the NSW Lotteries website.

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

### CONTACT DETAILS NSW LOTTERIES

**Phone:** 131 868

**Email:** [info@nswlotteries.com.au](mailto:info@nswlotteries.com.au)

**Fax:** (07) 3877 1140

**Mail:** Complaints at NSW Lotteries  
Locked Bag 7  
COORPAROO DC QLD 4151

**Visit in person:** NSW Lotteries  
1 Figtree Drive  
Olympic Park  
Sydney NSW 2127

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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 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 Lotteries and the complainant.

## Players 1st Program

In addition to the complaint handling charter above, Tatts Lotteries has a Players 1st Program which is designed to ensure safety of lottery purchases and prize claims. Measures that are covered in the program include: registering as a Players Club, Card member, ticket security hints and tips, agent integrity procedures, Players 1st Hotline and email, prize claim procedures, customer service standards and reminders to players to check 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.

## **16. Minors**

Legislation prohibits persons under 18 years of age from purchasing lottery products. The Public Lotteries Act 1996 (NSW lotteries legislation) also prohibits the entering of a lottery on behalf of a minor. 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.

NSW Lotteries online players are required to verify their identity and that they are over 18 years of age before their first withdrawal can be processed. NSW Lotteries requires that the player verifies the information they provided during registration.

## **17. 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.

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## 18. Financial Transactions

NSW lotteries retailers allow the purchase of lottery products by cheque but this practice is not encouraged and is done so at their own risk. NSW Lotteries retailers do not cash cheques including prize cheques in their capacity as a NSW Lotteries retailer.

NSW Lotteries Head Office must pay any prize winnings over \$1000 by cheque or EFT for the total amount.

NSW Lotteries retailers must pay prizes \$1000 and under. Payment of prizes must be in cash or by cheque, on approval by the customer, if the retailer does not have sufficient cash funds to pay the total prize amount. No EFT facilities are available for NSW Lotteries retail outlet prize payments.

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

## 19. Responsible Advertising and Promotions

Tatts Lotteries ensures that its advertising and promotions for the ACT 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;
- 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 lotteries and must not show people gambling who are under 25 years old;
- 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 include misleading statements about odds or prizes;
- g) 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;
- h) do not offend prevailing community standards and is 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;
- i) are not discriminatory nor appear to be patronising to any particular group;
- j) 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;
- 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;

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- o) does not encourage excessive or reckless playing;
- p) do not:
  - encourage people to gamble for a minimum period of time to qualify for promoted rewards;
  - include an offer of free or discounted alcohol;
- q) must include rules and conditions of the promotion or information stating where such information can be inspected. The rules and conditions must be available for inspection at the outlets; and
- r) In NSW Lotteries print (including internet) advertising and Point of Sale ( posters or brochures) (i.e. everything that is not Television or Radio media) the NSW government approved gambling warning message is incorporated:

“Think! About your choices

Call Gambling Help 1800 858 858

[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)

Tatts Lotteries also incorporates the Responsible Play Program’s tagline, ‘Have Fun & Play Responsibly’ into prominent pieces of POS 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 NSW Lotteries retailers are also obliged to ensure their own advertising and promotional materials, where it relates to NSW Lotteries gambling products in the ACT comply with the same requirements as above. These requirements are advised to all Retailers in training:

The NSW Lotteries Retailers are also obliged to ensure their own advertising and promotional materials:

- a) are approved by NSW Lotteries; and
- b) incorporate the Tatts Lotteries Responsible Play Program’s tagline, ‘Have Fun & Play Responsibly’ into prominent pieces of point-of-sale and other advertising and promotional material where appropriate

### 20. Other Mandatory Elements for Inclusion in Advertising

All advertising material must feature:

- NSW Lotteries Logo – unless specifically agreed;
- other campaign specific information where required appropriate (e.g. prize level, date(s) of offer, etc.);
- Entry forms and how to play brochures must feature the responsible gaming

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message for NSW which is the Gambling Help message:

Think! About your choices  
Call Gambling Help 1800 858 858  
[www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)

## 21. 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.

## 22. 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 centres 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.