Tatts Responsible Gambling Code of Conduct

1. Definitions:

Tatts means Tattersall’s Sweeps Pty Ltd, ABN 99 081 925 662 of 615 St Kilda Road, Melbourne;

Franchisee means the person or persons who have been granted a Tatts Franchise by Tatts and includes Tatts where Tatts owns and operates a Tatts Outlet and the website www.tattersalls.com.au.

Outlet means the place of business of the Franchisee.

2. Commitment to Responsible Gambling

Tatts and its Franchisees are committed to providing the highest standards of customer care and responsible gambling. In general, Tatts 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 Responsible Gambling Code of Conduct (Code) describes how we demonstrate this commitment.

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 Code and providing a summary of the Code in major community languages, is available for all customers in the Outlets.

A full copy of this Code is available for inspection in all Outlets upon request and also on the Tatts website at www.tattersalls.com.au.

4. Responsible Gambling Message

Tatts has a responsible gambling message, ‘HAVE FUN & PLAY RESPONSIBLY’, which is displayed on all responsible gambling materials.
5. Responsible Gambling Information

Tatts Responsible Gambling Materials

All Outlets and www.tattersalls.com.au 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:

(i) The ‘Have Fun & Play Responsibly’ brochure is available for customers at all Outlets and online at www.tattersalls.com.au. This brochure provides information on:

a. how to gamble responsibly;

b. how to make and keep a pre-commitment decision; and

c. the availability of gambling support services.

(ii) The ‘Have Fun & Play Responsibly’ sign is on display in all Outlets and online at www.tattersalls.com.au. This sign includes information on:

a. The prohibition of the sale of lottery products to minors and how to lodge a complaint for a suspected sale of lottery products to minors

b. The availability of gambling support services; and

c. Tatts financial transaction policy including the restrictions that apply to the payment of winnings by cheque and the provision of credit or the lending of money for the purposes of gambling.
(iii) The ‘Public Lottery Rules’ are available for inspection at all Outlets and online at www.tattersalls.com.au. The Public Lottery Rules provide information on the games and the odds of winning.

(iv) The ‘How to Play’ brochures are available to customers at all Tatts Outlets (excluding Tatts 7 Eleven Outlets) and online at www.tattersalls.com.au. The “How to Play” brochure provides information on the games and the odds of winning. This information is also contained in the Public Lottery Rules Folder.

(v) The ‘Customer Complaint Handling Charter’ which is available online at www.tattersalls.com.au

(vi) Responsible Gambling banner text containing a responsible gambling message and contact information details for problem gambling support.
services will be electronically displayed on screens in most Tatts Outlets at least four times per annum.

6. Gambling Product Information

Information on all gambling products is 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 lottery game are available and accessible for customers on request in all Outlets or online at www.tattersalls.com.au. They include the odds of winning a first and subsequent division prize and the percentage return to players.

7. Customer Loyalty Scheme

(a) The Tatts Card is a membership scheme which adds security to members’ lotto purchases and where customers can choose to store their favourite numbers. Tatts lottery tickets purchased by the cardholder are registered to their Tatts Card. Tatts stores the customer’s contact information against the Tatts Card and pays their prizes if not claimed within a defined period.

Tatts 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 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.

Should Tatts decide to operate a customer loyalty scheme by offering a scheme of defined rewards based on purchases; all information regarding this customer loyalty scheme will be made available online at www.tattersalls.com.au

(b) Tatts conducts local area marketing which includes offering Franchisees from a particular geographical area, the ability to operate a Customer Appreciation Scheme where each purchase provides the customer with a stamp. A certain amount of stamps provides the customer with a lottery product reward. Details on any such scheme are provided on the Customer Appreciation card.

8. Pre-commitment Strategy

Tatts 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.

9. Interaction with Customers

Tatts has designated Responsible Play Liaison Officers (RPLO’s) who are available during business hours (approximately 5am until 8pm Mon to Sat & 5am until 2.30pm on Sun, but subject to change).

Tatts RPLO’s can be contacted on 131 868.

Tatts customer service representatives and Franchisees are trained in the service of responsible gambling. Each Franchissee receives comprehensive responsible gambling training prior to their commencement at an Outlet. Tatts also produces responsible
gambling training materials for the Franchisee for the purposes of on-training their staff members.

Tatts has also trained 7 Eleven RPLO’s to handle responsible gambling queries during Tatts out of hours (approximately 8pm until 5am Mon – Sat & 2.30pm -5am on Sun but subject to change).

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 Franchisee or Tatts RPLO for assistance.

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

Gambling Helpline National Number: 1800 858 858

10. Staff Gambling Policy

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

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

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

11. Problem Gambling Support Services

Tatts is committed to maintaining strong linkages with problem gambling support services. Tatts 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 at least four times per annum.

12. Customer Complaints

Tatts has a Complaint Handling Charter for dealing with complaints about the operation of this Code and which details the process for customer complaints. This charter is available online at www.tattersalls.com.au.
The Responsible Play sign and brochure, which are on display and available at all Outlets, advertises the location of the Complaint Handling Charter on the Tatts website.

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

Contact details:

Phone: Tatts on 1300 556 646
Email: support@tattersalls.com.au
Fax: (07) 3877 1140

Write to: Complaints Coordinator
Tatts
Locked Bag 7
COORPAROO DC QLD 4151

Visit in person at: Tatts, Tattersall’s House 615 St. Kilda Road Melbourne VIC 3004

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 Incidents and Complaints Unit investigates, determines and implements a resolution, informs the complainant and the subject of the complaint (if applicable) of Tatts 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 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.

If the process finds Tatts to be in breach of the Code, Tatts will rectify that breach within the terms of the determination or mediation agreement.

Records of complaints and decisions of any review process made in relation to the operation of this Code will be held for a period of seven years and will be made available for inspection by the Minister or the Regulator on request.

13. Minors

Legislation prohibits persons under 18 years of age from purchasing lottery products. Franchisees 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.
14. The Gambling Environment

Tatts and Franchisees provide a safe environment and discourage customers from engaging in extended gambling.

15. Financial Transactions

Tatts and Franchisees do not provide credit or loan money for the purchase of lottery products. The purchase of lottery entries via credit cards and or EFTPOS is an acceptable retail practice.

Tatts and Franchisees do not accept cheques for the purchase of lottery products, nor do they cash prize cheques.

Tatts and Franchisees must pay any prize winnings over $4000 by cheque. Under $4000, options of payment are via cheque, cash and reverse EFTPOS.

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

16. Responsible Advertising and Promotions

Tatts ensures that its advertising and promotions:

(a) comply with the advertising code of ethics adopted by the Australian Association of National Advertisers;

(b) does not represent an irresponsible trading practice;

(c) does not target people not of Public Lottery playing age;

(d) is not false, misleading or deceptive;

(e) does not implicitly or explicitly misrepresent the probability of winning a prize;

(f) does not give the impression that buying Public Lottery tickets is a reasonable strategy for financial attainment;

(g) does not offend prevailing community standards;

(h) is not targeted at vulnerable or disadvantaged groups;

(i) does not include misleading statements about odds or prizes;

(j) does not publish or cause to be published anything which identifies customers who have won a prize without prior consent; and

(k) does not depict or promote the consumption of alcohol while buying a Public Lottery product.

A Marketing responsible gambling checklist is used in the preparation of marketing material to assist staff compliance for lottery generated promotional material.

The Franchisee is obliged to ensure their own advertising and promotional materials, where it relates to Tatts gambling products, will:

a) comply with the advertising code of ethics adopted by the Australian Association of National Advertisers;
b) does not represent an irresponsible trading practice;

c) does not target people not of Public Lottery playing age;

d) is not false, misleading or deceptive;

e) does not implicitly or explicitly misrepresent the probability of winning a prize;

f) does not give the impression that buying Public Lottery tickets is a reasonable strategy for financial attainment;

g) does not offend prevailing community standards;

h) is not targeted at vulnerable or disadvantaged groups;

i) does not include misleading statements about odds or prizes;

j) does not publish or cause to be published anything which identifies customers who have won a prize without prior consent; and

k) does not depict or promote the consumption of alcohol while buying a Public Lottery product.

The Franchisee requirements are advised to all Franchisees in training and via the Outlet Procedures Manual.

17. 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 code is monitored for compliance by franchisees through an annual retail outlet audit. The results of the annual retail outlet audit together with feedback from Gamblers Help, Retail Business Managers and Trainers and through information received from telephone interviews with a representative sample of Franchisees and Tatts Lotteries card holders (players) 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.
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Statement to demonstrate a commitment by the relevant person to foster responsible gambling

A significant organisation structure supports responsible gambling within Tatts Lotteries in the following way:

The Executive General Manager, Community Relations oversees (amongst other duties), the relationships with the Responsible Gambling Ministerial Advisory Committee, the Victorian Commission for Gambling Regulation and the Department of Justice with regard to responsible gambling on behalf of Tatts Group which includes Tatts Lotteries.

A Social Responsibility Manager (SRM) employed by Tatts Lotteries is responsible for the development, continuous improvement and management of the Responsible Gambling Program across all of Tatts Lotteries jurisdictions. The SRM is also responsible for the training of appropriate staff in the responsible delivery of lottery products and materials.

All Contact Centre staff are trained as Responsible Play Liaison Officers who deal with staff, players’ and agents' Responsible Gambling queries across all of Tatts Lotteries Jurisdictions.

The General Manager, Senior Business Manager, Operations Manager and five Retail Business Managers support the service of responsible gambling through the extensive network of approximately 900 Victorian Tatts Lotteries Franchises. The Retail Business Managers check compliance and conduct appropriate resolution at least three times a year in the Victorian Outlets. In addition they conduct a formal Responsible Gambling Audit once a year. Effective compliance by agents is rewarded within the Retailer Incentive Scheme.

Victorian Franchisees are trained on Responsible Service of Gambling by our Retail Training team.