

**HAVE FUN & PLAY
RESPONSIBLY**

Responsible Gambling Code of Conduct

Victoria

June 2021



Official Home of Australia's Lotteries



Introduction

Tattersall's Sweeps Pty Ltd, Tatts NT Lotteries Pty Ltd, New South Wales Lotteries Corporation Pty Ltd, Golden Casket Lotteries Corporation Limited and Tatts Lotteries SA Pty Ltd (collectively known as **The Lott**) conducts world class lottery operations across multiple jurisdictions within Australia under the Tatts, NSW Lotteries, Golden Casket, and SA Lotteries brands and are committed to Responsible Play throughout the states and territories in which they operate. Our 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, we have developed Responsible Gambling Codes of Conduct (**Codes**) for each state and territory in which we operate as the cornerstones of The Lott 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 us and our retail network.

Objectives

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

1. Definitions

App means **The Lott** mobile application.

Autoplay means the automatic purchasing of a specific entry in a lottery based on the settings requested by a customer at the time it is set up.

Outlet means the place of business of a Retailer.

Retailer means the person(s) who has been granted a Tatts Franchise and for the purpose of this Code includes the Website **www.thelott.com**.

The Lott means Tattersall's Sweeps Pty Ltd (ABN 99 081 925 662); Tatts NT Lotteries Pty Ltd (ABN 18 146 244 984); New South Wales Lotteries Corporation Pty Ltd (ABN 27 410 374 474 ACN 142 890 195) and Tatts Lotteries SA Pty Ltd (ABN 41 146 245 007) of Level 21, Tower 2, 727 Collins Street Docklands VIC 3008 and Golden Casket Lottery Corporation Limited (ABN 27 078 785 449) of Level 8, 180 Ann Street, Brisbane, QLD 4000.

Website means the Tatts website **www.thelott.com**.

2. Commitment to Responsible Gambling

Tatts 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 Lott Responsible Play Program (**Program**). The Responsible Gambling Codes of Conduct for each jurisdiction form part of this Program. In general, we do 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.

The Responsible Gambling Code of Conduct – Victoria (this document) describes how we demonstrate this commitment in Victoria.

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 Website.

4. Responsible Gambling Message

The Lott Responsible Play Program uses a responsible gambling message, "**HAVE FUN & PLAY RESPONSIBLY**", which is displayed on all responsible gambling materials.

5. Responsible Gambling Information

All retail Outlets and the Website 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' brochure which is on display and available for customers in all Outlets and on the Website. This brochure provides information on:
 - i. how to gamble responsibly;
 - ii. how to make and keep a pre-commitment decision;
 - iii. the availability of gambling support services;
 - iv. the odds of winning; and
 - v. 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 Website. This sign includes information on:
 - i. the prohibition of the sale of lottery products to minors and to intoxicated people;
 - ii. the availability of gambling support services;
 - iii. the Complaint Handling Charter;
 - iv. the responsible gambling financial transaction policy including the restrictions that apply to the payment of winnings, the cashing of cheques, the provision of credit or the lending of money for the purposes of gambling; and
 - v. the availability of the Rules of Authorised Lotteries for inspection in the Outlet.

- c. The Rules of Authorised Lotteries which are available for inspection at all Outlets and on the Website.
- d. The 'How to Play' brochures are on display and available to customers in all Outlets and on the Website. The 'How to Play' brochures provide information on the games. This information is also contained in the Rules of Authorised Lotteries available on request.
- e. The Complaint Handling Charter explains the process and roles and how to make a complaint in relation to responsible gambling or any other matter. It is available on the Website.
- f. Responsible Gambling Customer Screen Messages containing a responsible gambling message and contact information details for problem gambling support services will be electronically displayed on screens in most Outlets from time to time.
- g. Tatts online player self-exclusion information is provided on both the Website and App. This information directs online players who wish to self-exclude, to submit an online self-exclusion request or call the Responsible Play Liaison Officers (**RPLOs**) to suspend their online accounts for a minimum of 180 days. The self-exclusion page directs customers where to get help.
- h. The Responsible Play Program webpages display the National Gambling Helpline number of 1800 858 858 as well as links to: the Responsible Gambling Code of Conduct - Victoria; the 'Have Fun and Play Responsibly' sign; the 'Have Fun and Play Responsibly' brochure; the Rules of Authorised Lotteries; odds information and the 'How to Play' information for each game; Gambling Help Online and information on the Players 1st Program.

6. Gambling Product Information

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

The Rules of Authorised Lotteries are available and accessible for customers on request in all Outlets or on the Website. They include information on the games and the percentage return to players.

Outlets also have the 'How to Play' brochure on display and available for customers which include information on how to play the games, and may include the odds of winning a Division 1 prize or the odds of winning a prize.

Outlets also have the 'Have Fun and Play Responsibly' brochures on display and available to customers 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 The Lott Membership Club (previously Tatts Card) is a membership scheme which adds security to members' lottery (not Instant Scratch- Its) purchases and where customers can choose to store their favourite numbers. Tickets purchased by the member are registered to their The Lott Membership Club Card. Tatts stores the customer's contact information against The Lott Membership Club Card and may pay their prizes if not claimed within a defined period (subject to identification requirements having been met). Detailed information including the terms and conditions about the operation of The Lott Membership Club program is made available at the time of joining.

Membership is not available to minors or excluded players.

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 The Lott Membership Club Card to purchase particular lottery products. The winners of any promotions conducted for The Lott Membership Club members are contacted by Tatts.

Responsible Gambling messages are incorporated and prominently displayed in all program documentation and pre-commitment.

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 on the Website.

Tatts and/or their retailers may conduct local area marketing, an example of which may include offering customers a purchase incentive which may be linked to a purchase of a certain entry type. Local area marketing may also include second chance draw promotions which may be based on a purchase of a certain entry type. These promotions may or may not involve the use of The Lott Membership Club Card.

8. Pre-commitment Strategy

Tatts encourages customers to set a limit according to their individual circumstances. Printed information is available in Outlets to assist a customer to make a pre-commitment decision. Online customers are able to set themselves play limits which are also effective in the Autoplay set up.

9. Interaction with Customers

Tatts has designated RPLOs who are available during business hours (approximately 5.00am until 8.00pm Monday to Saturday and 5.00am until 2.30pm on Sunday, but subject to change).

The RPLOs can be contacted on the **Responsible Play phone number 1300 138 132**.

Business Development Managers (**BDMs**) and Retailers are trained in the service of responsible gambling. Each Retailer receives comprehensive responsible gambling training prior to their commencement at an Outlet. Tatts also produces responsible gambling training materials for the Retailer for the purposes of on-training their staff members.

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 referred to the **National Gambling Helpline on 1800 858 858**, provided with the Gambling Help Online details and be offered assistance by the Retailer or RPLO

On request, the RPLOs can:

- a. provide further information and contact details for gambling related support services;
- b. remove players from The Lott Membership Club program and/or stop promotional letters or offers from personally being mailed to the player; or
- c. offer online self-exclusion.

After deactivating their The Lott Membership Club membership, no correspondence or promotional material is to be personally mailed to self-excluded players. The RPLOs maintain a Gambling Incidents 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.

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

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

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

10. Staff Gambling Policy

Tatts' staff and Retailers are permitted to purchase lottery products (subject to purchasing guidelines).

If a staff member from Tatts, 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 referred to the National Gambling Helpline and also directed to the RPLO for assistance, with due respect for the privacy of the staff member or Retailer.

Tatts provides responsible gambling training and material to all staff members and new Retailers at its induction training and provides updates on responsible gambling at Retailer network meetings, or in Retailer newsletters and on Retailers Web.

11. Problem Gambling Support Services

Tatts is committed to maintaining strong linkages with problem gambling support services. The Lotteries & Keno Operations Team are responsible for maintaining those relationships through meetings or interactions with the local Gamblers Help support services at least twice per annum.

12. Customer Complaints

Tatts has a Complaint Handling Charter (**Charter**), dealing with complaints about the operation of, or compliance with, the Code. The Charter details the process for customer complaints and is available on the Website.

The 'Have Fun & Play Responsibly' sign and brochure, which are on display and available at all Outlets, advertise the location of the Charter on the Website.

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

CONTACT DETAILS – TATTS

Phone: 131 868

Email: customersupport@thelott.com

Fax: (07) 3877 1140

Mail: Complaints at Tatts
Locked Bag 1
SPRING HILL QLD 4004

Visit: 5 Bowen Crescent,
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.

Non-written complaints will be investigated by Tatts within a reasonable timeframe having regard to the nature and complexity of the complaint.

Written complaints, where name, address, and detailed information about the complaint is provided, will be investigated by Tatts and responded to within 21 days.

Tatts investigates, determines and implements a resolution, informs the complainant and the subject of the complaint (if applicable) of the 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:

- a. An examination of all the material relating to the complaint.
- b. A discussion with the complainant, the person the subject of the complaint (if applicable) and/or personnel involved with the management of the complaint.

If the complainant requests a review of the internal decision, the matter will be referred to a member of a panel of independent mediators for either:

- a. a determination based on submitted paperwork; or
- b. mediation (if necessary)

Costs of this process will be shared equally by Tatts and the complainant.

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.

Players 1st Program

In addition to the Complaint Handling Charter, Tatts 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 member of The Lott Membership Club; 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.

13. 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 for lottery purchases or The Lott Membership Club Card applications. 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 requires that the player verifies the information they provided during registration. Only verified customers are allowed to access and use the Autoplay facility.

14. The Gambling Environment

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

Customers who are intoxicated by alcohol or some other substance are not permitted to buy lottery entries.

Staff working in Outlets, or at Tatts, or any other related bodies corporate, are not to encourage lottery players to provide them with gifts or gratuities.

15. Financial Transactions

Tatts 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 Outlets do not accept cheques from customers as payment for lottery purchases, nor do they cash prize cheques or any other cheques.

Retailers must pay any prize winnings of \$4,000 and over by an approved method other than cash. Approved methods include cheque, direct deposit and EFT. For prizes under \$4,000, options of payment are via cash, cheque, direct deposit and EFT. Information on the financial transaction policy is on display at all Outlets on the 'Have Fun & Play Responsibly' sign and in the brochure.

16. Responsible Advertising and Promotions

Tatts ensures that, its advertising and promotions for Victoria:

- 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;
- 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 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;
- i. are not discriminatory nor appear to be patronising to any particular group;
- j. are not targeted at vulnerable or disadvantaged groups including players who have opted out of receiving promotional material or correspondence and including where people may not have a capacity to fully understand the information, such as refugees or people with intellectual disabilities. Are not directed at or provided to excluded persons;
- k. do not publish or cause to be published anything which identifies customers who have won a prize without prior consent. Do not violate the confidentiality of 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; and
- o. do not encourage excessive or reckless playing.

Tatts also incorporates the Lott Responsible Play Program tagline, 'Have Fun & Play Responsibly' into its advertising and promotional material where appropriate. A Responsible Gambling checklist is used by Tatts in the preparation of marketing material to assist staff compliance for lottery generated promotional material.

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

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

- a. are approved by Tatts; and
- b. incorporate the Lott Responsible Play Program tagline, 'Have Fun & Play Responsibly' into prominent pieces of point-of-sale and other advertising and promotional material where appropriate.

17. Retail Compliance with the Code

Tatts monitors Retailers' compliance with the Code through regular site surveys. The site surveys are conducted by an external third party on a continuous basis moving through the network throughout the course of the year. The site survey is recorded in a report. In addition to the survey, as part of the normal call activities by BDMs to Outlets, a check is undertaken of compliance with a range of responsible gambling measures including display of all required signs and information.

18. 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 site surveys together with feedback from Gamblers Help, BDMs and trainers and through information received from telephone interviews with a representative sample of Retailers and 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 the Lotteries & Keno Operations Team.

Head Office

 Locked Bag 1, Spring Hill, QLD 4004

 thelott.com

 Customers 131 868

Retailers 132 315

**HAVE FUN & PLAY
RESPONSIBLY**

Gamblers Help 1800 858 858



Tattersall's Sweeps Pty Ltd
ABN 99 081 925 662
Tatts NT Lotteries Pty Ltd
ABN 18 146 244 984