

TASMANIAN LIQUOR AND GAMING COMMISSION GAMBLING PRODUCT ADVERTISING STANDARDS – TGCAS001

1 NOVEMBER 2017

EXPLANATION

- These Standards have been adopted by the Tasmanian Liquor and Gaming Commission to help ensure that gambling advertising is conducted in a responsible manner. The objective is to minimise gambling harm by including in advertisements a responsible gambling message and the contact details for Gamblers Help.
- The Standards are further to practice 1.13 in the *Responsible Gambling Mandatory Code of Practice for Tasmania*, which states:

All advertising of gambling products by relevant prescribed licence holders must include responsible gambling messages in all media advertising that incorporates, a standalone gambling message, for example “Gamble Responsibly” and the name and telephone number for the Gambling Helpline, to a size and form as approved by the Commission.

- Gambling licence holders in Tasmania are responsible for ensuring the Standards are met. The Standards are referred to in the rules for licence holders made by the Commission under section 91 of the *Gaming Control Act 1993*.
- The Standards apply to advertising that appears in Australia.

Examples showing when and how the Standards must be applied are contained in the accompanying Fact Sheet.

DEFINITIONS

For the purpose of these Standards the following definitions apply.

Advertising: any material appearing via any medium, intended to draw public attention to a product, service, person or licence holder and to induce the public to participate in gambling activities.

Brand name: words, symbols, markings or logos designed to identify a product, service or licence holder and restricted for use by its owner.

Licence holder: a prescribed licence holder under the *Gaming Control Act 1993* (excluding minor gaming permit holders, technicians and persons listed on the roll of recognised manufacturers, suppliers and testers of gaming equipment).

Medium: any medium whatsoever including without limitation cinema, internet, email, letters, outdoor media (such as billboards, banners and signs), print (such as newspaper, notices, brochures, posters and vouchers), merchandise, radio telecommunications, television or other direct-to-consumer media including new and emerging technologies.

EXEMPTIONS

The following items are exempt from these Standards:

- a brand name used in isolation (that is, without a catchphrase, an inducement to gamble or other information);
- display monitors in venues;
- tickets (such as keno tickets or lotto tickets);
- sponsorship advertising deals existing prior to 1 September 2012;
- outdoor media existing prior to 1 September 2012 (for example, billboards, banners, fixed signs and non-fixed signs); and
- promotional merchandise, brochures and posters existing prior to 1 September 2012.

The Standards apply to any advertising renewed, amended or replaced after 1 September 2012.

A licence holder may choose to apply the Standards despite these exemptions.

STANDARDS

1. Print advertising

- 1.1 Print advertising featuring gambling products or services must contain a standalone responsible gambling message, for example “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (currently “Gamblers Help 1800 858 858”).
- 1.2 The message must be legible.
- 1.3 The message must appear prominent relative to the size of the advertisement.

2. Radio advertising

- 2.1 Radio advertising featuring gambling products or services must contain a standalone responsible gambling message, for example “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (currently “Gamblers Help 1800 858 858”) at the end of the advertisement.
- 2.2 The message must be spoken in a way that is clear and audible.

3. Television advertising

- 3.1 Advertising on television featuring gambling products or services must contain a standalone responsible gambling message, for example “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (currently “Gamblers Help 1800 858 858”).
- 3.2 The message must be legible.
- 3.3 The message must appear on screen for a reasonable period of time.

4. Online advertising

4.1 Advertising featuring gambling products or services online either:

- a. on a licence holder's website; or
- b. on behalf of the licence holder on a third party's website (including where the advertisement provides a link to the licence holder's website) –

must contain a standalone responsible gambling message, for example "Gamble Responsibly", and the name and telephone number for the Gambling Helpline (currently "Gamblers Help 1800 858 858").

4.2 The message must be legible.

4.3 Clause 4.1(a) does not apply if on a licence holder's website, there is a dedicated responsible gambling page that includes the words "Gamblers Help" and the national helpline telephone number (currently "Gamblers Help 1800 858 858").

5. Vouchers

5.1 Vouchers that can be used for gambling purposes must contain a standalone responsible gambling message, for example "Gamble Responsibly", and the name and telephone number for the Gambling Helpline (currently "Gamblers Help 1800 858 858").

5.2 The message must be legible.

5.3 The message must appear on the front of the voucher.

6. Email marketing

6.1 Advertising sent by email and featuring gambling products or services must contain a standalone responsible gambling message, for example "Gamble Responsibly", and the name and telephone number for the Gambling Helpline (currently "Gamblers Help 1800 858 858").

6.2 The message must be legible.

7. Promotional merchandise

7.1 Promotional merchandise featuring advertising of gambling products or services must contain a standalone responsible gambling message, for example "Gamble Responsibly", and the name and telephone number for the Gambling Helpline (currently "Gamblers Help 1800 858 858").

7.2 The message must be legible.

7.3 The message must appear prominent relative to the size of the advertisement.

LIQUOR AND GAMING CONTACT DETAILS

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