

FACT SHEET

Tasmanian Liquor and Gaming Commission Gambling Product Advertising Standards

This Fact Sheet supplements the *Tasmanian Liquor and Gaming Commission Gambling Product Advertising Standards – TGCAS001* and provides examples and advice to licence holders to assist them with advertising under the Standards.

When do I need to include a responsible gambling message?

- When an advertisement features gambling products, services or information, a responsible gambling message **is required**.
- When an advertisement mentions gaming facilities available or features only a brand name, then a responsible gambling message **is not required**.

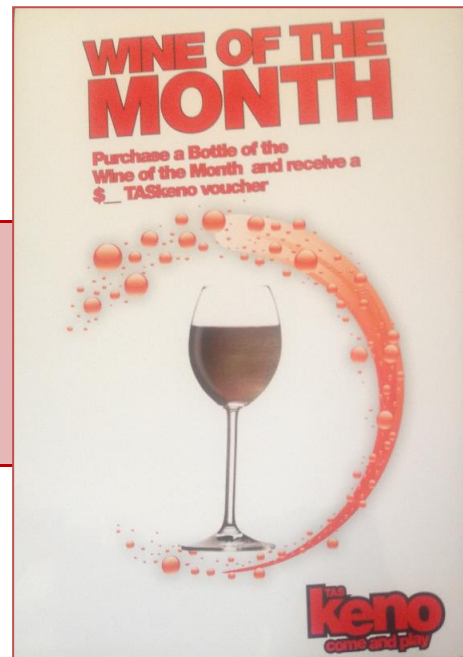
Some examples of advertising that may appear in different mediums are shown below.

Print Advertising

- This advertisement features a brand name with no catchphrase.
- A responsible gambling message **is not required**.



- This advertisement features the TasKeno logo along with the catchphrase “come and play”.
- A responsible gambling message **is required**.



You Gamble
 Race takes place at 2:00Pm
Race #2656
 Living Paradise \$1.40
 Pacific Leader \$2.10
 Maudlin Situation \$2.25
 Currious Anne \$2.55
 Mavis \$5.15
 Dependable Cobbler \$8.60
 Rainbow Lizzy \$15.00
 Bets are subject to change.
 For full terms and conditions please see our website
 www.yougamble.com.
 Gamble Responsibly,
 Gamblers Help
 1800 858 858

- This advertisement contains gambling information.
- A responsible gambling message **is required** and has been included.

Online Advertising

- Only a brand name is used in this advertisement.
- A responsible gambling message **is not required**.

You Gamble

- A brand name with a catchphrase appears in this advertisement.
- A responsible gambling message **is required**.

You Gamble
Place your bets on the cricket this summer!

- This advertisement features a catchphrase and gambling information.

You Gamble
PLACE YOUR BET ON THE CRICKET TODAY!

Race # 2454 ODDS:

Curious Anne: \$1.24
Pacific Leader: \$1.30
Rainbow Lizzy: \$1.35

- A responsible gambling message **is required** if this advertisement appears on a third party website.
- When the advertisement appears on the **licence holder's website without a dedicated responsible gambling webpage**, a responsible gambling message **is required**.
- A responsible gambling message **is not required** if this advertisement appears anywhere on the licence holder's website provided that the **licence holder's website has a dedicated responsible gambling webpage**.

Sandwich Boards

- This sandwich board features a brand name and no catchphrase.
- A responsible gambling message **is not required**.



- This advertisement features a brand name along with a catchphrase.
- A responsible gambling message **is required** and has been included.



How should the message appear?

- The message should feature prominently and be of a reasonable size relative to the size of the advertisement.
- Provided the message appears legible, the Commission believes approximately five per cent of the advertisement area is an appropriate size for the responsible gambling message.
- The message should be incorporated into the advertisement in such a way that it is not lost amongst fine print text or images.

Some examples demonstrating the appropriate display of the responsible gambling message are shown below.

Radio

Where the message is spoken, such as in radio advertisements:

- A responsible gambling message must be spoken in a manner which is easily understood by the average listener.

Television

- The responsible gambling message is **clearly displayed** and features both Gamblers Help and its phone number.
- The message **size is considered appropriate** for the size of the advertisement.



- The responsible gambling message is **difficult to read** as the text blends in with the background.
- The message needs to be made more prominent.



- The responsible gambling message is difficult to read as the text is too small.
- The text **should appear larger**.



Vouchers

- The responsible gambling message is **clearly displayed** and features both Gamblers Help and its phone number.
- The message **size is appropriate** for the size of the voucher and appears on the front.



- The responsible gambling message is **difficult to read** as the text blends in with the background.
- The message needs to be made more prominent.



Online Advertising

The screenshot shows a web browser window displaying the YouGamble website. The browser's address bar shows 'You Gamble Responsibly'. The website has a green header with the 'YouGamble' logo and navigation links for 'Home', 'Pokies', 'Restaurant', and 'Contact'. Below the header are links for 'login', 'Register', and 'Help'. The main content area features a promotional banner for 'Summer of Cricket Bet' with an illustration of a cricket pitch and a bat. To the left of the banner is a 'Terms and Conditions' section. A red speech bubble points to this section, containing the following text:

Terms and Conditions:
Use of this website is at your own risk. YouGamble does not take any responsibility for loss of time, money or other material or non-material property. Gamble Responsibly, Gamblers Help 1800 858 858.

- The responsible gambling **message is lost** amongst the terms and conditions.
- The message needs to be separated from other text and written in such a way as to make the message appear more prominent.



LIQUOR AND GAMING CONTACT DETAILS

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ABN: 25 628 526 128

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