



Tasmanian Liquor and Gaming Commission

Responsible Gambling Code of Practice

1 July 2023



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Tasmanian Liquor and Gaming Commission 2023

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Preamble

The *Responsible Gambling Code of Practice* was introduced in March 2012. It was developed to minimise harm from gambling in the Tasmanian community and sought to make gambling environments safer. The Code ensures Tasmanians have clear information about gambling so that they can better understand it and make informed choices about whether to participate.

While the Code affects all prescribed licence holders in Tasmania (except for minor gaming permit holders, technicians and persons listed on the Roll of Recognized Manufacturers, Suppliers and Testers of Gaming Equipment), the Code recognises that not all gambling products are the same. The Code applies to each form of gambling according to the level of likely harm that the Tasmanian Liquor and Gaming Commission (Commission) has associated with each gambling product.

In both the development and each review of the Code, the Commission has sought to find a balance between minimising the harm from gambling, particularly for people with a gambling problem and, where possible, minimising the impact on recreational gamblers. It has been mindful of the issues raised in submissions made by the gambling industry, government and non-government stakeholders and, where possible, these are addressed in the Code. The Commission has also considered other sources, including the recommendations of the 2010 Productivity Commission Report into gambling, desktop research of responsible gambling and harm minimisation measures in other jurisdictions and the social and economic impact studies of gambling in Tasmania.

The Code has been revised at a time when the gambling environment in Tasmania is changing as the Government takes steps to implement its gaming reforms from 1 July 2023. The Commission recognises that the Code will need to adapt to this changing environment as issues evolve and new information around gambling and harm minimisation comes to light. The Commission seeks to ensure that the Code remains contemporary, practical and effective.

Jenny Cranston
Chair
Tasmanian Liquor and Gaming
Commission

David Hudson
Member
Tasmanian Liquor and
Gaming Commission

Andrew Walker
Member
Tasmanian Liquor and Gaming
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Scope

In accordance with section 112L of the *Gaming Control Act 1993*, the Commission is required to establish codes of practice on responsible gambling for prescribed licence holders.

The Commission can amend a code of practice at any stage and must review each code of practice at least once every five years after its establishment.

What are responsible gambling practices?

In this context, responsible gambling practices involve the gambling industry creating and promoting safe gambling environments that prevent and minimise harm from gambling by:

- ensuring the organisational culture, policies and employee conduct are focused on harm prevention; and
- providing information to people on:
 - how offered gambling products work;
 - the likelihood of losing and the associated risks of losing; and
 - how players can exercise control over their gambling activity.

What is problem gambling?

The Gaming Control Act refers to problem gambling. However, gambling harm is a more contemporary concept and acknowledges there is a range of impacts from gambling. This term is preferred by the Commission.

Nationally, gambling harm is characterised by difficulties in limiting money and/or time spent on gambling, which leads to adverse consequences for the gambler, others, or for the community.

Purpose

The Code of Practice aims to:

- prevent and minimise harm from gambling and promote responsible gambling practices by industry in Tasmania;
- ensure gambling environments are safer, and present gambling products in a manner that clearly explains the likelihood of losing and the risks of losing;
- ensure that patrons and the gambling industry understand their rights and responsibilities in relation to the matters covered by the Code;
- assist patrons to exercise control over their gambling practices; and
- ensure that gaming staff have the opportunity to develop additional skills to assist them to engage with patrons who may be displaying harmful gambling behaviours.

Accountability and review

Failure to comply with the Code may result in disciplinary action against the prescribed licence holder.

The Code will be amended from time to time in response to new research findings, best practice, community expectations and national gambling agendas. The Commission will ensure that it remains contemporary, practical and effective. The Code will be reviewed by the Commission at least every five years and will be independently assessed for its effectiveness in achieving its aims.

Application and relevant matters

The Code applies to all prescribed licence holders in Tasmania, except minor gaming permit holders, technicians and persons listed on the Roll of Recognized Manufacturers, Suppliers and Testers of Gaming Equipment.

The Code is separated in sections according to the relevant matters outlined below. The specific requirements applicable to each prescribed licence holder are outlined within each section.

Under section 112L(4) and subsection (14) of the Act, the Code provides for the following relevant matters:

1. Advertising and promotional practices, like player loyalty schemes and the offering of inducements.
2. Access to cash in approved venues, approved locations or approved outlets.
3. The provision of food and alcohol in restricted gaming areas, approved locations or approved outlets.
4. The provision of clocks in restricted gaming areas, approved locations or approved outlets.
5. Minimum lighting standards in restricted gaming areas, approved locations or approved outlets.
6. The display of warning and help signs in restricted gaming areas, approved locations or approved outlets.
7. The provision of information to players on rules and losing and winning.
8. Staff training in recognising and dealing with persons who are problem gamblers or at risk of becoming so.

A term used in this Code has the same meaning as the same term used in the Act. A reference in this Code to 'gambling' means 'gaming' or wagering which is a 'gaming activity' under the Act. For the avoidance of doubt, a reference to an 'employee of the licence holder' includes the licence holder's agent or, where the licence holder is a natural person, itself.

The Commission has issued a separate Premium Player Program Code of Practice, which applies to the conduct of a Premium Player Program conducted by a casino operator.

For the avoidance of doubt, where any requirement of the Responsible Gambling Code conflicts with a requirement of the Premium Player Code, the requirement contained in the Premium Player Code will prevail in relation to Premium Player Program members.

I. Advertising and Promotional Practices

Advertising

The following apply to a venue operator, a casino operator, a keno operator, a monitoring operator, a licensed provider and a foreign games permit holder:

I.1 Advertising gambling products

The advertising of gambling products must:

- a) comply with the 'Code of Ethics' adopted by the Australian Association of National Advertisers;
- b) comply with Appendix A: Gambling Product Advertising Standards;
- c) be socially responsible and promote a safe gambling environment;
- d) not be offensive or indecent in nature;
- e) not offend prevailing community standards;
- f) not be false, misleading or deceptive;
- g) not misrepresent gaming odds, the probability of winning a prize or the prizes that can be won;
- h) not give the impression that gambling is a reasonable strategy for financial betterment or enhancing social situation;
- i) not challenge or dare a person to play;
- j) not suggest that skill can influence games that are games of chance;
- k) not portray, condone or encourage gambling in combination with the consumption of alcohol in an approved venue, approved outlet or premises where lottery tickets are sold;
- l) not encourage or target people under 18 years of age to gamble;
- m) not show people who are under 25 years of age unless:
 - their appearance is incidental as part of a natural situation; and
 - they are not located in a gambling venue; and
 - there is no implication that the person will participate in gambling;except where the person is engaged to advertise or promote gambling as part of a sponsorship agreement and is:
 - i. over 18 years of age; and
 - ii. not shown participating in gambling;
- n) not be directed at vulnerable or disadvantaged groups;
- o) not be directed at people who may have a reduced capacity to fully understand the information;

- p) not procure, incite or encourage a person to commit an offence;
- q) not be directed at or provided to excluded persons;
- r) not be directed at or provided to persons who have had their gambling account closed or frozen;
- s) not involve irresponsible trading practices; or
- t) not violate the confidentiality of information relating to, or the privacy of, players without the consent of the player.

The following apply to a venue operator, a casino operator, a keno operator, a monitoring operator and a licensed provider:

I.2 Timing restrictions for advertising gambling products

- a) The advertising of gambling products must not occur on television or radio between the following times:
 - i. 6:00am to 8:30am and 4:00pm to 7:00pm weekdays; or
 - ii. 6:00am to 8:30am and 4:00pm to 7:30pm on weekends,

with the exception of the following forms of advertising:

- iii. advertising during a racing or sports broadcast; or
- iv. advertising that focuses specifically on entertainment or dining facilities and does not depict or refer to gambling.

The following apply to a venue operator, a casino operator and a monitoring operator:

I.3 Restrictions for advertising gaming machines

The advertising of gaming machines must not include:

- a) sounds associated with gaming machine operation in any television or radio advertising; or
- b) outdoor signage/displays (including notices in windows) that:
 - i. depict, promote or encourage activity relating to playing electronic gaming machines, either in an explicit or implied manner; and
 - ii. immediately draws attention whether by size or illumination.

The following apply to a licensed provider for online wagering:

I.4 Advertising and promotional practices specific to a licensed provider

A licensed provider must:

- a) not advertise, promote or market credit providers on its website, or in other forms of communication;
- b) not refer a customer to a credit provider or provide a customer's details to a credit provider;
- c) not send or direct advertising or promotional material to a gambling account holder unless that person has provided their express consent to receive the marketing;
- d) not send or direct advertising or promotional material to a gambling account holder five days from when an unsubscribe request is received and processed;

- e) not send or direct advertising or promotional material to a gambling account holder whose account is closed; and
- f) retain all advertising and promotional material (in print or electronic form) for inspection by the Commission for a period of 12 months following the conclusion of the advertising campaign.

Promotional practices

Inducements and rewards

In this section:

- an *inducement* refers to any credit, voucher or token (redeemable for cash or otherwise) offered to encourage a person to participate in any gambling activity.
- a *reward* refers to any credit, voucher or other benefit (such as a prize or prize draw) offered to a person to be used at the venue.
- an *incentive or benefit* includes, but is not limited to, money, salary bonuses and gift vouchers.
- an *incentive-based sponsorship* means a sponsorship arrangement where the level of sponsorship to be provided is linked to the patronage or use of a prescribed licence holder's gambling product.

The following apply to a venue operator, a casino operator, a keno operator, a licensed provider and a foreign games permit holder:

1.5 Inducements

Inducements must not be provided.

1.6 Rewards

- a) Patrons must not be offered a reward based on their level of gambling activity.
- b) A reward must not be redeemed for use in gambling.

1.7 Offer of free or discounted alcohol

- a) Patrons must not be offered free or discounted alcohol for consumption (including vouchers for the purchase of alcohol) as a reward for gambling.
- b) Practice 1.7(a) does not apply to private gaming areas at a casino, to players participating in a casino table gaming tournament or where alcohol is provided with food at a location outside of a gaming area.

1.8 Attendance at a promotional prize draw

An entrant in a promotional prize draw must not be required to attend the draw in order to win a prize in that draw, where the value of any individual prize is greater than \$1 000.

1.9 Incentives and benefits

- a) A person must not be offered any incentive or benefit to encourage or take any action that has the effect of encouraging patrons to gamble, re-invest or replay winnings.
- b) Practice 1.9(a) does not apply to arrangements between a foreign games permit holder or a licensed provider and their accredited representatives or totalizator outlets.

1.10 Incentive-based sponsorship

Incentive-based sponsorship must not be provided.

The following applies to a licensed provider:

1.11 Online wagering betting accounts and bonus bets

With the exception of arrangements with totalizator agents of approved outlets, a licensed provider or its totalizator agents must not offer a person:

- a) A reward to open a betting account or refer another person to open a betting account; or
- b) bonus bets unless winnings from a bet made with that bonus bet can be withdrawn without being subject to any turnover requirements.

Player Loyalty Programs

In this section:

- a *player loyalty program (PLP)* means a program that rewards players or provides incentives linked to player activity in gambling.
- a *member* means a person who has joined a player loyalty program.
- an *active member* means a member who has gambled within the previous six-month activity statement reporting period in a player loyalty program.
- a *non-active member* means a member who has not gambled within the previous six-month activity statement reporting period in a player loyalty program.

The following applies to a casino operator, a licensed provider and a foreign games permit holder:

For clarity, the Commission has placed a moratorium on venue operators conducting a player loyalty program pending the implementation of a state-wide player card gaming system in hotels and licensed clubs and a subsequent review of player loyalty programs.

1.12 Operation of a player loyalty program

In operating a PLP, a licence holder must:

- a) electronically record all player expenditure and the time spent gambling for members;
- b) not provide any member with any advertising or direct marketing material unless the member has expressed their consent to receive the material;
- c) not initiate gambling related contact through any method with any non-active members;
- d) provide detailed information about the operation of the PLP to all members at the time of joining the program which must include terms and conditions, points accrual details and rewards at a minimum;
- e) incorporate and prominently display responsible gambling messaging as it is defined under Appendix A in all PLP documentation;

- f) provide information on self-exclusion and a notice of a member's right to cease participation in the program to all active members least once each year, unless 1.12(c) applies;
- g) allow members to opt out of the PLP at any time;
- h) make available any PLP information that the licence holder holds about that member;
- i) provide any available information derived from a PLP and its members to the Commission when directed to do so by the Commission;
- j) not offer rewards to members that can be used for gambling purposes;
- k) not have in place a PLP point accrual system based exclusively on gambling activities where other venue activities are available;
- l) not vary the accumulation rate of reward points for gambling activities between members or provide different benefits to members for the same value of reward points;
- m) not allow minors or excluded people to join; or
- n) not offend prevailing community standards.

The following apply to a casino operator and a licensed provider:

1.13 Player activity statements for a PLP

Members must be provided with a player activity statement that:

- a) provides concise and meaningful information about the player's gambling history including, at a minimum:
 - i. the turnover amount, in dollars, for the previous six months;
 - ii. number of hours spent playing gaming machines for the previous six months (where applicable);
 - iii. the net amount, in dollars, won or lost for the previous six months;
 - iv. five year cumulative tallies of the same information above; and
 - v. clearly identify and differentiate points that have been accrued from gambling and non-gambling activities (where applicable).
- b) does not contain gambling advertising or any other irrelevant information not related to the gambling record of the player.
- c) is delivered to the member at least every six months to their home postal address unless:
 - i. practice 1.12(c) applies; or
 - ii. the member resides outside Tasmania or has gambled less than \$100 in the statement period.

A statement referred to in 1.12(c) must be available to collect from the casino premise within 90 days from the end of the statement period. After the 90 days, the PLP membership must be suspended until the player activity statement is collected in person from the casino.

1.14 Return of funds to inactive PLP members

Where a non-active member's account holds at least \$20, the licence holder must:

- a) return the funds to the player after 11 months of inactivity by means of a cheque delivered to their home postal address or direct electronic funds transfer.
- b) not include information unrelated to the returned funds when delivering the cheque or electronic funds transfer advice.

The following applies to a foreign games permit holder:

1.15 Player activity statements of Foreign Games Permit holders

PLP player activity statements must be able to be requested to be delivered to the member's home postal address at least every six months that provides concise and meaningful information about the player's gambling history including, at a minimum:

- a) the turnover amount, in dollars, of any expenditure during the period;
- b) the net amount, in dollars, won or lost for the statement period;
- c) five year cumulative tallies of the same information above; and
- d) clearly identify and differentiate points that have been accrued from gambling and non gambling activities (where applicable).

2. Access to cash

The following practices apply to a venue operator, a casino operator and a licensed provider:

2.1 EFTPOS transactions

EFTPOS transactions must not be used for the provision of cash from a credit account.

2.2 EFTPOS cash withdrawal

EFTPOS cash withdrawal transactions must:

- a) be limited to a maximum amount of \$200 for any purpose; and
- b) not occur more than once, per day, per customer, except for any part of the premises specifically designed for off-sales (ie bottle shops).

2.3 Subsequent EFTPOS cash withdrawal

If a subsequent EFTPOS transaction is provided in good faith for non-gambling purposes at a casino, and the patron then uses the cash for gambling, an employee of the licence holder must ensure that the patron leaves the gambling area immediately and does not return to any gaming area at the approved venue during the same day.

2.4 Access to EFTPOS in adjoining bottle shop

Patrons who have reached the withdrawal limits in practice 2.2 must not be advised that they can, or be encouraged to, access EFTPOS facilities in the adjoining bottle shop for further cash withdrawals.

2.5 Cashing of cheques

Cheques must not be cashed at an approved venue or approved outlet unless:

- a) an exemption from this requirement has been approved by the Commission; or
- b) the patron is an international visitor.

2.6 Exemptions and international visitors

Where an exemption has been approved under 2.5(a), or the patron is an international visitor:

- a) no more than one cheque is permitted to be cashed, per day, per customer at:
 - i. a hotel or licensed club to a maximum value of \$100 for gambling purposes; or
 - ii. a casino to a maximum value of \$200 for gambling purposes; and
- b) before a cheque is cashed for gambling purposes, the operator must check whether the person is excluded from gambling.

2.7 Acceptance of bank deposits, EFTs or digital payments

Bank deposits, electronic funds transfers or any form of digital payments must not be accepted from patrons to use for gambling purposes, except for accessing cash from ATMs and by EFTPOS under practices 2.2 or 2.16.

The following apply to a venue operator and a casino operator:

2.8 Cash limit on payouts

Payouts from any individual gaming machine or keno ticket must not exceed \$1 000 cash.

2.9 Payouts in excess of \$1 000

Where a payout exceeds \$1 000, the amount of the payout that is above \$1 000 must be paid by cheque or direct bank transfer.

2.10 Payment of winnings greater than \$300

Patrons must be provided with the option of having winnings in excess of \$300 from gaming machines, keno or table gaming to be paid by cheque or direct bank transfer.

2.11 Timeframe for payment to be made

Any cheque for the payment of winnings must be provided to a patron within 24 hours of the win, except in the case of weekends or public holidays, where payment must be made by the next business day.

2.12 Tasmanian Gambling Exclusion Scheme database check

Before a cheque or direct bank transfer for the payment of winnings from a gaming machine, keno or table gaming is issued, a check of the Tasmanian Gambling Exclusion Scheme database must be made to identify whether the person has been excluded from gambling.

2.13 Cheques for gaming machine, keno and table gaming winnings

All cheques provided to customers for the payment of winnings from a gaming machine, keno or table gaming must have the words "Gaming Machine Payout", "Keno Payout" or "Winnings" respectively on the front of the cheque and be crossed "Account Payee Only, Not Negotiable" on the front of the cheque.

2.14 Keno ticket replay and payout options

If an offer to replay a winning keno ticket is made, the patron must also be provided with the option of a payout.

The following practices apply to a casino operator:

2.15 ATM must not allow cash on credit

Patrons must not be able to obtain cash from an ATM using a credit card.

2.16 Withdrawal limit from ATMs in casinos

Patrons must not be able to withdraw more than \$400 per day from any automatic teller machine located at a casino.

2.17 Responsible gambling messages on ATMs at casinos

Responsible gambling messages must be clearly visible on or near all automatic teller machines located at a casino.

3. Provision of food and alcohol

The following apply to a venue operator and a casino operator:

3.1 Service of food to patrons at gaming machines

Food must not be served to patrons at a gaming machine in an approved venue between the hours of 6pm and the close of gambling each day.

3.2 Service of alcohol to patrons at gaming machines

Alcohol must not be served to patrons, while at a gaming machine:

- a) in a hotel or licensed club at any time; or
- b) in a casino between 6pm and close of gambling each day.

4. Provision of clocks

The following practices apply to a venue operator, a casino operator and a licensed provider:

4.1 Location of clocks

Analogue clocks must be located in every gaming area and any other area where wagering occurs in an approved venue or approved outlet.

4.2 Visibility of clocks

Analogue clocks required under practice 4.1 must:

- a) accurately display the time; and
- b) be clearly visible to any person participating in gambling.

5. Minimum lighting standards

The following practice applies to a venue operator and a casino operator:

5.1 Sufficient lighting

All gaming areas must have sufficient lighting to enable clocks and signs to be easily read and the faces of people within the area to be easily identified.

5.2 Sufficient natural lighting where possible

Compliance with practice 5.1 is to be achieved by maintaining or utilising natural light as a source of lighting, where possible.

6. Display of warning and help signs

The following practice applies to a venue operator, a casino operator, a licensed provider and a foreign games permit holder:

6.1 Signs, stickers, posters and cards

The following signs, stickers or posters are required to be displayed:

- a) Sign ORS02 “Minors Warning (Entrance)” at every entrance to where gaming machines or table games operate;
- b) Sign ORS03 “Minors Warning”:
 - i. wherever lottery tickets are sold;
 - ii. wherever totalizator wagering occurs;
 - iii. at each totalizator terminal; and
 - iv. at each keno terminal, except where the keno terminal is staffed and located within an area where gaming machines or table games operate.
- c) Contact Card ORC01 “Gamblers Help” in prominent positions and discreet locations throughout the approved venue, approved outlet or wherever lottery tickets are sold;
- d) Sticker ORM01 or ORM02 “Minors Warning (Gaming Machines)” in a prominent location on the front of every gaming machine; and
- e) Any other sign, brochure, sticker or information as required from time to time by written notice from the Commission.

7. Provision of information to players

The following apply to a venue operator, a casino operator, a licensed provider and a foreign games permit holder:

7.1 Information to be made available on websites

The following information must be made available to patrons where the licence holder has a website:

- a) a link to the responsible gambling information page contained on the Liquor and Gaming Branch's website; and
- b) a responsible gambling page that displays responsible gambling information, including the name and telephone number of the Gambling Helpline.

7.2 Brochures

The following brochures must be made available to patrons and must be located in prominent positions wherever gambling occurs or lottery tickets are sold:

- a) Brochure ORB01 "Gambling Regulation";
- b) Brochure ORB03 "Need to Take a Break from Gambling";
- c) Brochure ORB04 "Chances of Winning"; and
- d) Brochure ORB09 "Complaints".

8. Staff training in recognising people with gambling problems

In this section:

- *Responsible Conduct of Gambling (RCG) course* means a course delivered by a Registered Training Organisation approved by the Commission;
- *Responsible online wagering services course* means a course in the provision of responsible online wagering services delivered by:
 - a Tasmanian Gaming Licence holder in a format approved by the Commission and in line with the minimum requirements set out in the relevant national Unit of Competency; or
 - a Registered Training Organisation

The following practices apply to a venue operator, a casino operator and a licensed provider:

8.1 Responsible Conduct of Gambling (RCG) course

Special employees and any staff who interact with patrons participating in gambling must undertake a responsible conduct of gambling (RCG) course within 90 days of commencing employment.

8.2 Maintenance of RCG competency

A person to which practice 8.1 applies must undertake a RCG course within five years of the date the staff member received their most recent RCG qualification.

8.3 On duty where gaming machines operate

At least one person who has completed an RCG course must be on duty in each area where gaming machines operate.

The following practices apply to a licensed provider:

8.4 Licensed provider to deliver training

The responsible online wagering services course, in line with the minimum requirements established under the relevant National Unit of Competency, must be delivered in a format approved by the Commission.

8.5 Licensed provider to participate in review

Where applicable, the requirements of the independent review process must be upheld as outlined in the national guidelines for any responsible online wagering services course developed and delivered in-house by the TGL holder.

8.6 Responsible online wagering service

All employees involved in the provision of wagering services, or with the capacity to influence the wagering service, must undertake the responsible online wagering services course. For the purpose of this requirement, employees must undertake the training:

- a) within one month of commencing work, but before interacting with a customer about, or influencing, the provision of a wagering service; or
- b) before 30 September 2023 if the employee was employed prior to 30 March 2023.

8.7 Responsible online wagering service refresher

All employees who have undertaken the responsible service of online wagering training must undertake a training refresher course every 12 months.

The following practices apply to a foreign games permit holder:

8.8 Staff member of Foreign Games Permit holder

At least one staff member from any new accredited representative must complete the permit holder's responsible conduct of gambling training.

8.9 Staff to be appropriately trained

All staff of an accredited representative must be appropriately trained in the responsible conduct of gambling.

8.10 Foreign Games Permit holder's training manual

Each accredited representative must have available a copy of the permit holder's responsible conduct of gambling training manual, including the appendix Tasmanian Responsible Conduct of Gambling Training Manual Foreign Games Permit Holders and Accredited Representatives, at the location where its lottery tickets are sold.

Appendix A: Gambling Product Advertising Standards

Tasmanian Liquor and Gaming Commission

These Standards are established 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 responsible gambling messaging in an accessible and identifiable format in all advertisements promoting the use of a gaming and/or wagering product or service.

The Standards apply to advertising that appears in Australia and that is hosted, sponsored, endorsed or paid for by a prescribed licence holder under the Act.

Specific examples showing when and how these Standards must be applied are contained in the accompanying fact sheets.

These fact sheets are accessed through the Liquor and Gaming website at: www.treasury.tas.gov.au/liquor-and-gaming > Gambling > Regulatory requirements > Standards.

Definitions

For the purpose of these Standards the following definitions apply.

Advertising: any material appearing via any medium or format which is produced in exchange for payment or some other form of valuable consideration, intended to draw public attention to a product, service, person or licence holder *and* to induce the public to participate in gambling activities. This includes the use of promotional merchandise which promote the use of a gambling product or service.

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

Responsible gambling messaging: content and wording specifically approved by the Commission and displayed in an approved and accessible format that, when applied to the display of any product, service, advertisement, information or other medium directly related to gambling activity, intends to draw notice to the risks and potential harm from gambling. Requirements for responsible gambling messaging is differentiated based on the type of products or services a licence holder is advertising or presenting, as follows:

- A licensed provider for online wagering is required, at a minimum, to display a rotation of designated evidence-based taglines (dependent on the advertisement medium) determined as part of the *National Consumer Protection Framework for online wagering* reforms, accompanied by a “call to action.” Specifications regarding which tagline(s) and call to actions(s) are permitted for each defined advertising medium are included in these Standards, as well as the supporting factsheets.
- A casino operator, a venue operator, a licensed provider (specific activity occurring within a retail outlet), a keno operator, a monitoring operator and a foreign games permit holder are required, at a minimum, to display the message “Gamble Responsibly” accompanied by the call to action message, which is the name and telephone number for the Gambling Helpline (“*Gambler’s Help 1800 858 858*”).

Call to action: Accompanying messaging as part of the responsible gambling messaging directing viewers to access resources and strategies.

Direct marketing: any advertising, promotion or offer made by, or on behalf of, a licence holder prescribed under the *Gaming Control Act 1993* directly to a person by means of telephone, email, SMS, text message, post, electronic transmission, data cast or other direct means, including to a telephone, internet or other electronic means that can be used by an account holder to make a bet (but does not include those parts of a telephone, internet or other electronic means that can only be accessed by an existing account holder).

Digital medium: advertising published on online banners, dynamic and static digital displays, static pop-ups (including those that appear on television and video, or on an online platform and which do not include any audio during the advertisement), or direct marketing sent in a digital format (including direct marketing sent via email).

Print medium: advertising published in all forms of hard copy media, but is not limited to, newspapers, magazines, brochures, direct mail, outdoor media (such as billboards, banners and signs), physical merchandise, and direct marketing sent in a print format.

Radio medium: advertising broadcast on, but is not limited to, free or subscription-based radio or on podcasts.

Television and video medium: advertising broadcast on, but is not limited to, free or subscription-based television and/or video-on-demand services such as streaming sites, gambling advertising broadcasts, or shared on online (eg social media platforms or other websites).

Website medium: advertising displayed within sections of a website containing, but is not limited to:

- the 'My Account' window;
- responsible/safer gambling information;
- the header and/or footer;
- rotating banners or carousels; and
- articles or 'blog posts'.

Social media platforms: Any online driven site developed to share content, advertising, multimedia and information through a curated online network, including use of any of the content features available to that site (eg "Reels" on Instagram).

Social media medium: all forms of promotional content relating to gambling advertising, marketing (including direct marketing sent by SMS, text message or push notification) and/or communications conducted via social media platforms which is in exchange for payment, or some other form of valuable consideration that the operator has a reasonable degree of control over. For the avoidance of doubt, social media advertising includes promotional content created and shared by another person or organisation.

In-app medium: advertising displayed within sections of a smartphone application containing, but is not limited to:

- the 'My Account' window;
- responsible/safer gambling information;
- the header and/or footer;
- rotating banners or carousels; and
- articles or 'blog posts'.

Race meeting: a meeting for conducting thoroughbred, harness or greyhound racing.

Odds integration for racing: a graphical advertising promotion on television or video which displays the odds for a runner in an event, which forms part of a race meeting, for at least 30 seconds and clearly includes the name and/or logo of the interactive wagering service provider of which may be accompanied by a representative of an interactive wagering service provider who verbalises those odds.

Short odds integration for racing: a graphic display advertising on television or video, which takes up no more than a third of the screen, and highlights or shows the name of an individual runner in a race as well as its odds or the movement on a runner's odds in an event, which forms part of a race meeting, for no more than 30 seconds and clearly includes the name and/or logo of the interactive wagering service provider of which may be accompanied by a representative of an interactive wagering service provider who verbalises the movement in odds for the runner

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);
- digital monitors inside physical premises specifically displaying live numbers in a Keno game, or live race wagering odds;
- tickets (such as keno tickets or lotto tickets);

These Standards apply to any advertising or promotional merchandise renewed, amended or replaced after 1 September 2012.

Any operator may choose to apply these Standards despite these exemptions.

Standards for online wagering

The following standards apply to a licensed provider for online wagering:

I. Television and video advertising

- I.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in television and video advertising include:
- Chances are you're about to lose.
 - What's gambling really costing you?
 - You win some. You lose more.
 - Imagine what you could be buying instead.
 - What are you really gambling with?
- I.2 Television and video advertising that is over 15 seconds must include:
- a) a display of a required tagline and the designated television and video advertising call to action message (*"For free and confidential support, call 1800 858 858 or visit gamblinghelponline.org.au."*) in the required format; and
 - b) a voiceover of the same displayed tagline and a revised call to action message (*"For free and confidential support, call the number on the screen or visit the website."*).
- I.3 Television and video advertising that is 15 seconds or less must include a display as stipulated by Standard 1.2(a) and a voiceover of the same displayed tagline. There is no requirement for the call to action message to be spoken aloud.
- I.4 For Standards 1.2 and 1.3, voiceovers must be spoken slowly, calmly and evenly paced at the end of the advertisement with a perceptible pause between those messages and any other content that forms part of the advertisement. The message must be displayed for the same length of time that the voiceover is spoken.
- I.5 In this case, the required format means messages displayed as proportionate and relative to an A4 size landscape canvas on a black background with white text that includes:
- a) the required tagline displayed in upper case Arial bold 60pt which occupies at least a third of the canvas; and
 - b) the call to action message displayed in sentence case Arial bold 40pt which occupies at least a third of the canvas.
- I.6 A canvas of a different size to that described in Standard 1.5 must be proportionate and relative, regardless of orientation, to the above formats described.

2. Radio advertising

- 2.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in radio advertising include:
- Chances are you're about to lose.
 - What's gambling really costing you?
 - You win some. You lose more.
 - Imagine what you could be buying instead.
 - What are you really gambling with?
- 2.2 Radio advertising that is over 15 seconds must include a required tagline and the designated radio advertising call to action message ("*For free and confidential support visit gamblinghelponline.org.au.*") spoken slowly, calmly, and evenly paced at the end of the advertisement with a perceptible pause between those messages and any other content that forms part of the advertisement.
- 2.3 Radio advertising that is 15 seconds or less must include a required tagline spoken slowly, calmly, and evenly paced at the end of the advertisement with a perceptible pause between those messages and any other content that forms part of the advertisement. There is no requirement for a call to action message to be spoken aloud.

3. In-app advertising

- 3.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in in-app advertising include:
- Chances are you're about to lose.
 - Think. Is this a bet you really want to place?
 - What's gambling really costing you?
 - What are you prepared to lose today? Set a deposit limit.
 - Imagine what you could be buying instead.
 - What are you really gambling with?
- 3.2 A required tagline and the designated in-app advertising call to action message ("*Set a deposit limit.*") must be displayed in the required format in at least one of the following locations:
- at least one banner on a rotating carousel;
 - permanently at the bottom of the home page; or
 - permanently below the bet slip section of the application.
- 3.3 In this case, the required format means black text on a white background with the largest possible font so that the messages are clear, legible and easy to read.

4. Digital advertising

- 4.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in digital advertising include:
- Chances are you're about to lose.
 - Think. Is this a bet you really want to place?
 - What's gambling really costing you?
 - What are you prepared to lose today? Set a deposit limit.
 - Imagine what you could be buying instead.
 - What are you really gambling with?
- 4.2 Digital advertising that is in the form of dynamic advertising must include the display of a required tagline and the designated digital advertising call to action message ("*Set a deposit limit.*") presented in the required format in the final frame of the advertisement.
- 4.3 Digital advertising that is in the form of static advertising must include a required tagline and the designated digital advertising call to action message ("*Set a deposit limit.*") in the required format that appears distinctly separate from the advert so as not to be confused with the message contained within the advertisement
- 4.4 In this case, the required format means messages displayed in black font on a white background as proportionate and relative to an A4 size landscape canvass that includes:
- the required tagline displayed in upper case Arial bold 60pt which occupies at least a third of the canvas; and
 - the digital call to action message in sentence case Arial bold 40pt which occupies at least a third of the canvas.
- 4.5 A canvas of a different size to that described in Standard 4.3 must be proportionate and relative, regardless of orientation, to the above formats described

5. Print advertising

- 5.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in print advertising include:
- Chances are you're about to lose.
 - Think. Is this a bet you really want to place?
 - What's gambling really costing you?
 - What are you prepared to lose today? Set a deposit limit.
 - Imagine what you could be buying instead.
 - What are you really gambling with?

5.2 Print advertising must include a required tagline and the designated print advertising call to action message ("*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au.*") that appears distinctly separate from the advert presented in the required format.

5.3 In this case, the required format means black text in the largest font possible consistent across the whole message on a white background.

6. Social media advertising

6.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in social media advertising include:

- Chances are you're about to lose.
- Think. Is this a bet you really want to place?
- What's gambling really costing you?
- What are you prepared to lose today? Set a deposit limit.
- Imagine what you could be buying instead.
- What are you really gambling with?

6.2 Social media advertising which is a posting of more than 160 characters must include a required tagline and the call to action message ("*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au.*") presented in the required format.

6.3 Social media advertising which is a posting of 160 characters or less must include a required tagline and the designated social media advertising call to action message ("*Set a deposit limit.*") presented in the required format.

6.4 Despite Standard 6.3, the call to action message may be presented in black text on a white background in a linked post which appears immediately after the post that contains gambling advertising and the required tagline.

6.5 Despite Standards 6.1 and 6.2, if the social media advertising is in the form of a push notification, the requirements of Standards 6.1 and 6.3 may be included in a separate standalone push notification that is sent immediately following the push notification that includes the social media advertising and in any case within 30 seconds of the push notification that included the social media advertising.

6.6 In this case, the required format required format means black text on a white background at the end of the advert so that the messages are clear and easy to read.

7. Website advertising

7.1 The required taglines must be used on a rotational basis to prevent message fatigue, with each tagline being displayed for (approximately) equal time periods within a 12 month period. The required taglines permitted in website advertising include:

- Chances are you're about to lose.

- Think. Is this a bet you really want to place?
- What's gambling really costing you?
- What are you prepared to lose today? Set a deposit limit.
- Imagine what you could be buying instead.
- What are you really gambling with?

7.2 Website advertising must include a required tagline and the designated website advertising call to action message ("*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au.*") presented in the required format so as not to be confused with content related to wagering.

7.3 If the website advertising is presented on a rotating banner or carousel, the requirements of Standard 7.2 must be included in the final frame of the rotating banner or carousel.

7.4 In this case, the required format means messages displayed in the largest possible font consistent across the whole message in black text on a white background which is clear and easy to read.

8. Odds integration – racing (refer to required taglines under the relevant display format)

8.1 Odds integration for racing must include:

- a) a required tagline and the call to action message ("*For free and confidential support call 1800 858 858 or visit gamblinghelponline.org.au.*") on the bottom of the odds integration graphic presented in the required format for the entire time that the graphic is displayed on the screen.
- b) the required tagline and the designated television and video advertising call to action message ("*For free and confidential support, call the number on the screen or visit the website.*") verbalised by the representative of the interactive wagering service provider, if one has been used to accompany the odds integration graphic, immediately before the end of the time that the odds integration graphic is displayed.

8.2 In this case, the required format means the largest font possible which must be clear, legible, easy to read and consistent across the whole message.

9. Short odds integration – racing (refer to the required taglines listed under the relevant display format)

9.1 Short odds integration for racing must include the designated digital advertising call to action message ("*Set a deposit limit.*") in the required format for the entire time that the graphic is displayed on the screen.

9.2 In this this case, the required format means the largest font possible which must be clear, legible, easy to read and consistent across the whole message.

Standards for land-based gambling

The following standards apply to a casino operator, a venue operator, a licensed provider (specific activity occurring within a retail outlet), a keno operator, a monitoring operator and a foreign games permit holder:

10. Print advertising

- 10.1 Print advertising featuring gambling products or services must contain, at a minimum, responsible gambling messaging which includes “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (“*Gamblers Help 1800 858 858*”).
- 10.2 The message must be legible.
- 10.3 The message must appear prominent relative to the size of the advertisement.

11. Radio advertising

- 11.1 Radio advertising featuring gambling products or services must contain, at a minimum, responsible gambling messaging which includes “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (“*Gambler’s Help 1800 858 858*”) at the end of the advertisement.
- 11.2 The message must be spoken in a way that is clear and audible.

12. Television and video advertising

- 12.1 Television and video advertising featuring gambling products or services must contain, at a minimum, responsible gambling messaging which includes “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (“*Gamblers Help 1800 858 858*”).
- 12.2 The message must be legible.
- 12.3 The message must appear on screen for a reasonable period of time.

13. Website advertising

- 13.1 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, at a minimum, responsible gambling messaging which includes “Gamble Responsibly”, and the name and telephone number for the Gambling Helpline (“*Gamblers Help 1800 858 858*”).
- 13.2 The message must be legible.

13.3 Clause 13.1(a) does not apply if on a licence holder's website, there is a dedicated responsible gambling page that includes the words "Gambler's Help" and the national helpline telephone number ("*Gambler's Help 1800 858 858*").

14. Email marketing

14.1 Advertising sent by email and featuring gambling products or services must contain, at a minimum, responsible gambling messaging which includes "Gamble Responsibly", and the name and telephone number for the Gambling Helpline ("*Gambler's Help 1800 858 858*").

14.2 The message must be legible.

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