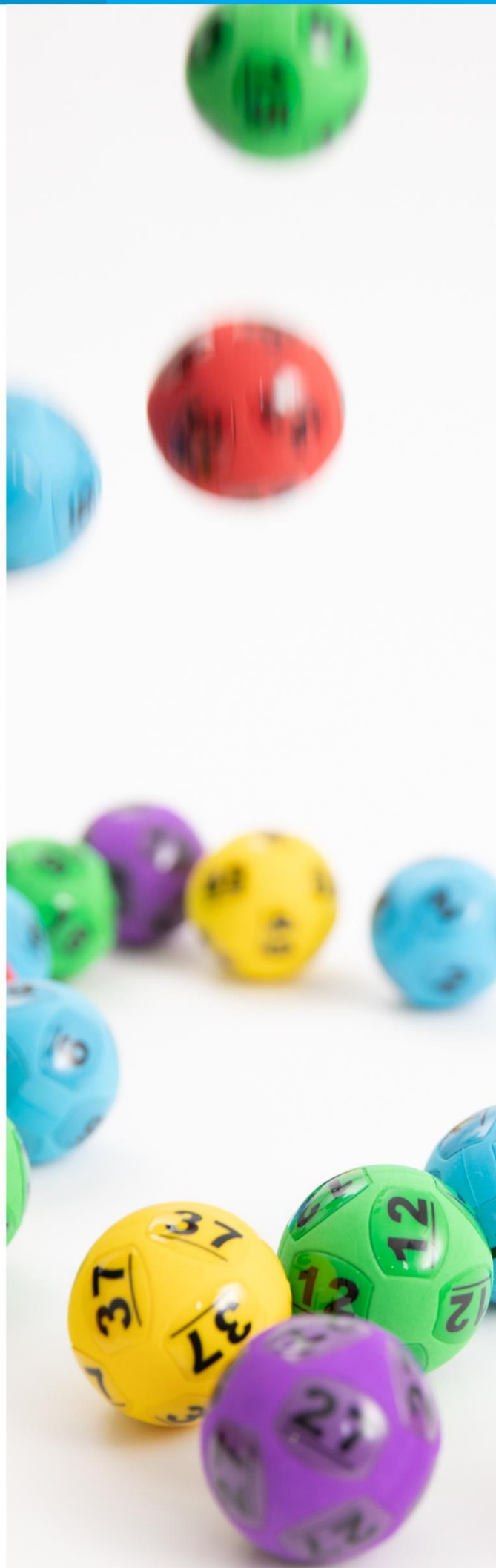


# Australian Lottery Blocs Code of Practice

September 2023

# BLOC



## Introduction

Members of the lottery blocs in Australia are responsible for promoting and conducting the national lottery games in which they participate, as well as their own non-bloc games conducted within their respective jurisdictions.

The Australian lottery industry is tightly regulated by State and Territory governments and regulatory authorities. Members of the lottery blocs are further committed to their own agreed uniform standards of self-regulation as reflected within this voluntary Code of Practice.

This Code has been adopted by all members of the lottery blocs, which comprise the following lottery operators throughout Australia:



### Queensland

Golden Casket Lottery Corporation Limited  
(ABN 27 410 374 474)  
180 Ann St, BRISBANE QLD 4000  
Ph: (07) 3877 1000 | Fax: (07) 3877 1140  
[www.thelott.com](http://www.thelott.com)



### Western Australia

Lotterywest (Lotteries Commission of Western Australia) (ABN 78 531 150 466)  
38 Station Street, SUBIACO WA 6008  
Ph: 133 777 | Fax: (08) 9242 2577  
[www.lotterywest.wa.gov.au](http://www.lotterywest.wa.gov.au)



### New South Wales & Australian Capital Territory

New South Wales Lotteries Corporation Pty Limited (ABN 27 410 374 474/ ACN 142 890 195)  
6 Memorial Drive, GRANVILLE, NSW, 2142  
Ph: (02) 9752 5500 | Fax: (02) 9752 5511  
[www.thelott.com](http://www.thelott.com)



### South Australia

Lotteries Commission of South Australia  
(ABN 52 457 906 721)  
State Administration Centre, Level 8, 200 Victoria Square,  
ADELAIDE SA 5000  
Ph: (08) 8205 0700 Fax: (08) 8205 0740  
and its Master Agent Tatts Lotteries SA Pty Ltd  
(ABN 41 146 245 007)  
188 Richmond Road, Marleston SA 5033  
Ph: (07) 3877 1000 | Fax: (07) 3877 1140  
[www.thelott.com](http://www.thelott.com)



### Victoria & Tasmania

Tattersall's Sweeps Pty Ltd (ABN 99 081 925 662)  
Level 21, Tower 2, 727 Collins Street,  
DOCKLANDS VIC 3008  
Ph: (03) 8517 7777 | Fax: (03) 8517 7757  
[www.thelott.com](http://www.thelott.com)



### Northern Territory

Tatts NT Lotteries Pty Ltd (ABN 18 146 244 984)  
Level 21, Tower 2, 727 Collins Street,  
DOCKLANDS VIC 3008  
Ph: (03) 8517 7777 | Fax: (03) 8517 7757  
[www.thelott.com](http://www.thelott.com)

The lottery blocs in Australia were founded on the principle of social responsibility and this remains a cornerstone of the blocs today.

This Code reflects the commitment of lottery bloc members to providing players with the very best lottery games and levels of service, delivered with the highest standards of integrity and credibility. The lottery blocs are further committed to optimising and balancing returns to all stakeholders within a socially responsible framework and ensuring the Australian lottery industry is recognised as one of the best in the world.

The Code incorporates principles that the signatories believe to be integral to the responsible provision of lottery games. The Code should be read in conjunction with the relevant lottery licences, legislation, regulations, codes of practice, enabling documentation, rules and procedures prescribed for each jurisdiction.

The signatories to this Code will provide an environment that encourages their retailers to promote the responsible conduct of lotteries.

In each jurisdiction, fair and accessible mechanisms are in place to ensure that customer comments or complaints are effectively addressed.

## **I Advertising**

- 1.1** Advertising will be conducted in a responsible manner in accordance with relevant advertising requirements contained within the respective lottery industry legislation, lottery licences, the *Competition and Consumer Act 2010* (Cth), regulations and codes of practice, and will not:
  - 1.1.1** Be false or misleading, particularly in relation to the chances of winning;
  - 1.1.2** Be of an offensive or indecent nature;
  - 1.1.3** Be targeted towards minors or people not of legal lottery playing age in each jurisdiction;
  - 1.1.4** Be conducted in partnership with media personalities with whom minors are the primary audience;
  - 1.1.5** Be published in video games where age verification cannot be determined;
  - 1.1.6** Be explicitly or exclusively directed at vulnerable or disadvantaged groups;
  - 1.1.7** Be discriminatory or appear to be patronising to any particular group;
  - 1.1.8** Depict or promote the consumption of alcohol while participating in a lottery;
  - 1.1.9** Advertise where horse or greyhound racing events are held;
  - 1.1.10** Include sponsorships of major sporting teams and associated venues; and
  - 1.1.11** Offer cash incentives to encourage customers to establish a lottery account.

## **2 Responsible Lottery Management**

- 2.1** Lottery games will be developed, promoted and sold in a responsible manner in accordance with specific legislation, regulation and/or codes of practice in each jurisdiction.
- 2.2** Lottery operators will maintain a commitment to player safety and harm minimisation.
- 2.3** Lottery operators will demonstrate their commitment to continuous improvement of their harm minimisation program by maintaining a World Lottery Association accreditation.

## **3 Provision of Information**

- 3.1** To ensure players can make an informed choice about their participation in lottery games, information will be available regarding the prizes on offer and the chances of winning those prizes.
- 3.2** The relevant rules relating to the lottery games on offer will be made available to players.
- 3.3** Information regarding player support services will be readily available.
- 3.4** Winners of major prizes will be encouraged to seek independent financial advice about managing their win.

## **4 Privacy**

- 4.1** Information about customers and winners will be protected and treated with the utmost confidentiality.
- 4.2** Customer requests for anonymity will be respected and any details of a prize win which will identify the winner will not be revealed without the prior permission of the winner.

## 5 Training

- 5.1 Appropriate retailer training will be provided in the areas of product knowledge, customer service, responsible play and compliance requirements to ensure a high level of service is offered.
- 5.2 Staff training will be designed to incorporate the principles contained within this Code.

## 6 Environmental Impact

- 6.1 Lottery operators will maintain a commitment to reducing their environmental footprint in the development, promotion and sale of their lottery games.

## Signatories

Lotteries Commission of Western Australia  
Ralph Addis, Chief Executive Officer

Lotteries Commission of South Australia  
Tracey Scott, Commissioner

The Lottery Corporation (Golden Casket Lottery Corporation, New South Wales Lotteries Corporation Pty Limited, Tattersall's Sweeps Pty Ltd, Tatts NT Lotteries Pty Ltd & Tatts Lotteries SA Pty Ltd as Master Agent for Lotteries Commission of South Australia)  
Sue van der Merwe, Managing Director and Chief Executive Officer

*The Lott is the channel masterbrand for The Lottery Corporation's lottery business, encompassing Tatts (Tattersall's Sweeps Pty Ltd in VIC and TAS), Tatts NT (Tatts NT Lotteries Pty Ltd in NT), NSW Lotteries (New South Wales Lotteries Corporation Pty Ltd in NSW and ACT), Golden Casket (Golden Casket Lottery Corporation Limited in QLD) and SA Lotteries (Tatts Lotteries SA Pty Ltd as master agent for the Lotteries Commission of South Australia in SA).*