



RESPONSIBLE PLAY CODE OF PRACTICE

HAVE FUN
& PLAY
RESPONSIBLY



HAVE FUN & PLAY RESPONSIBLY

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INTRODUCTION

Golden Casket is committed to responsible play practices and has been operating lotteries responsibly and with integrity since 1916. The Corporation's lottery games are available through an extensive network of over 1,100 agents, 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, Golden Casket has developed this *Responsible Play Code of Practice* to ensure the ongoing credibility, integrity and sustainability of its operations, games and agency network are maintained.

The Code of Practice acts as a guide for the responsible service delivery and unfaltering commitment that the Queensland community can expect from Golden Casket and its agency network. It supports the *Queensland Responsible Gambling Code of Practice* and the Queensland Government's commitment to balancing the social and economic benefits and costs of gambling in the State.

OBJECTIVES

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

SPIRIT OF THE CODE

Golden Casket and its agency network conduct all aspects of lottery business in a professional, honest and socially responsible manner. All efforts are made to provide a safe and friendly environment that adheres to and where possible exceeds legislative requirements.

APPLICATION

This Code of Practice has been developed for Golden Casket and its retail network of agents that sell Golden Casket lottery products. It covers the areas of information provision, game availability, confidentiality, responsible play and service delivery, advertising and promoting lottery products and complaints. It is an integral part of Golden Casket's Responsible Play Program.

REVIEW

Golden Casket considers this Code of Practice to be a dynamic document that requires monitoring and periodic review to ensure it maintains its applicability to lottery games and the Queensland population.

PROVISION OF INFORMATION

- Relevant and meaningful information that explains Golden Casket lotteries and the nature of games offered is displayed in Golden Casket agencies and available from the Corporation's head office.
- Golden Casket and its agents always endeavour to provide customers with accurate and honest information.
- Copies of this *Responsible Play Code of Practice* are available from Golden Casket's head office and **www.goldencasket.com**. A copy is also located within each agency and is accessible to staff.
- Relevant information about responsible lottery play and where to get help if people have a gambling problem is displayed and available in all Golden Casket agencies, the Corporation's head office and **www.goldencasket.com**.
- Relevant legislation for the conduct of Golden Casket lottery games is held at head office and is accessible to Golden Casket staff. A copy of the *Lotteries Rule 1998* is also located within each Golden Casket agency.

GAME AVAILABILITY

- Minors (people under 18 years of age) are not permitted to purchase lottery entries or collect prize payments derived from lottery entries.

CONFIDENTIALITY

- All customer information is treated with the utmost confidentiality.
- Golden Casket and its agents do not reveal the identities of prize winners without their prior permission.
- The confidentiality of customers who volunteer to Golden Casket that they have a gambling problem is respected.

RESPONSIBLE PLAY AND SERVICE DELIVERY

The practices of responsible play and service delivery are always promoted.

Training and development

Through its internal Retail Training Service, Golden Casket continues to develop and provide an extensive training program for retail agents and their staff. Training in the responsible sale of lottery entries is included in training programs for new owners and their staff who sell lottery products. Responsible play training updates are provided when required.

Other appropriate Golden Casket staff are trained internally in the responsible delivery of lottery products.

If playing is no longer fun

Golden Casket has links with Queensland gambling related support services to support this Code of Practice.

A Responsible Play Liaison Officer is based at Golden Casket's head office to provide the following forms of assistance if approached by customers who indicate they have a gambling problem.

- Provision of contact details of Queensland gambling related support services.
- Assistance to cancel membership of the Corporation's loyalty program, Winners Circle, and / or its associated personally addressed promotional material in the mail or via the internet by email.

Golden Casket also provides assistance in the form of information to staff who advise that they have a gambling problem.

The toll free telephone number for the statewide government-run Gambling Helpline (1800 222 050) is displayed in written material in Golden Casket agencies, **www.goldencasket.com** and the Corporation's head office together with relevant responsible play information.

Credit

- Payment for lottery entries must be received from customers at the time of processing the entry or purchasing a syndicate share.
- Agents are not to provide credit or lend money to anyone for the purpose of purchasing a lottery entry.
- The responsible purchase of lottery entries via credit cards and / or EFTPOS is an acceptable retail practice.

Prize payments

- All prizes are paid in Australian dollars.
- Prizes up to and including \$500 are payable in cash from any Golden Casket agency.
- Prizes over \$500 are payable from Golden Casket's head office.
- Some Golden Casket agents may be approved to pay prizes over \$500, however, this approval cannot exceed \$5,000 cash for individual prizes (approval set at Golden Casket's discretion).
- All prizes are paid in full, except prizes payable in instalments in accordance with a game's rules and procedures.

Gifts or gratuities

- Staff working in Golden Casket agencies or Golden Casket itself are not to encourage lottery players to provide them with gifts or gratuities.

Cashing cheques

Golden Casket does not authorise the cashing of cheques by agents. If, however, an agent adopts this practice, the following should apply.

- The cashing of multiple cheques or those not made payable to the agency or the person presenting the cheque should only be done if prior arrangement has been made between the agent and the customer or other party.
- Large lottery prizes paid by cheque are not to be cashed within 24 hours of the win.

Intoxication

- Customers who are unduly intoxicated are not permitted to continue to buy lottery entries.
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ADVERTISING AND PROMOTING LOTTERY PRODUCTS

Golden Casket's advertising and promotions are directed at promoting lottery games as fun entertainment. Golden Casket endeavours to ensure that all its advertising and promotion:

- targets people of legal lottery playing age (18 years and over);
- is in accordance with the Advertising Code of Ethics as adopted by the Australian Association of National Advertisers;
- is not false, misleading or deceptive;
- does not implicitly or explicitly misrepresent the probability of winning a prize;
- does not give the impression that buying lottery entries is a reasonable strategy for financial betterment;
- does not include misleading statements about odds, prizes or chances of winning;
- does not offend prevailing community standards;
- is not implicitly or explicitly directed at minors or vulnerable or disadvantaged groups;
- does not represent an irresponsible trading practice;
- does not depict or promote consumption of alcohol while buying a lottery entry; and
- does not publish or cause to be published anything which identifies customers who have won a prize without their prior consent.

Golden Casket also incorporates the Responsible Play Program's tagline 'Have Fun & Play Responsibly' into prominent point-of-sale pieces where appropriate.

HANDLING COMPLAINTS

Golden Casket has a Complaint Handling Charter which outlines the Corporation's role in the complaint handling process and advises people who wish to lodge a complaint of their rights and responsibilities. If you would like a copy of this Charter, please phone Golden Casket on 131 868.

Timely and effective resolution of responsible play related complaints is an integral part of this Code. If an agent cannot resolve customer responsible play complaints at the agency, customers are encouraged to telephone Golden Casket's Contact Centre on 131 868 or email or write to Golden Casket Lottery Corporation Limited Contact Centre, Locked Bag 7 Coorparoo DC 4151.

RETAIL SERVICE COMMITMENT

All Golden Casket agents are expected to:

- promote and abide by the spirit of Golden Casket's *Responsible Play Code of Practice*;
- display Golden Casket's responsible play brochure ('Have Fun & Play Responsibly') and sign prominently in the agency;
- abide by all aspects of relevant legislation;
- be familiar with the game mechanics, rules, instructions, costs and prizes on offer;
- provide information on the Golden Casket games they sell as requested by customers, or at least refer them to Golden Casket's Contact Centre if they are unable to assist;
- provide a friendly and efficient service to customers at all times;
- provide all materials required for playing Golden Casket games;
- ensure payment for lottery entries is received from customers at the time of processing the entry;
- pay prizes up to and including \$500 in value in cash (unless the agent has an approved higher prize payment level);
- have completed the appropriate responsible play training organised by Golden Casket;
- endeavour to assist customers with lottery-related complaints and, where a complaint cannot be resolved, advise customers to contact Golden Casket; and
- abide by the policies and procedures outlined in the *Agent's Manual* and *Responsible Play Guide*.

Golden Casket agents must not:

- allow the sale of lottery entries, or payment of prizes, to minors (under 18 years of age);
- make misleading statements about odds, prizes, or any other aspects of Golden Casket games;
- provide credit or lend money to anyone for the purpose of buying a lottery entry (lottery entries can be purchased responsibly via credit cards and / or EFTPOS);
- sell lottery entries at prices different from those set by Golden Casket;
- seek any gain from the payment of prizes; and
- disclose the identity of prize winners or those with gambling problems without their consent.

GLOSSARY OF TERMS

Agency: A site at which a retailer has entered into an Agency Agreement with Golden Casket and is authorised to sell all Golden Casket games or Instant Scratch-Its only.

Agent: A business owner authorised in writing by Golden Casket to sell lottery entries.

Customer / player: A person who buys a lottery entry.

Gambling: Gambling involves staking money on uncertain events driven by chance. The major forms of gambling are wagering and gaming.

Gambling product or service: Any gambling activity or scheme authorised under a gambling or wagering Act.

Gambling providers: Gambling providers that conduct all legal forms of gambling, including gaming machines, casino, wagering, interactive gambling, lotteries, keno and minor gambling.

Golden Casket: Golden Casket Lottery Corporation Limited is a Government Owned Corporation with the exclusive licence to sell approved lottery products in Queensland.

Irresponsible trading practice: The offering of an inappropriate enticement to customers that is in conflict with the objective of maximising responsible gambling and minimising problem gambling.

Legislation: *Lotteries Act 1997* and *Lotteries Rule 1998*.

Lottery game: Any lottery game (Lotto, Casket or Instant Scratch-Its) run or promoted by Golden Casket.

Lottery entry: Any Lotto receipt or Casket or Instant Scratch-Its ticket purchased in a Golden Casket lottery.

Odds: The likelihood of a particular outcome or event occurring.

Problem gambling: Problem gambling exists when gambling activity results in a range of adverse consequences where:

- the safety and well-being of gambling customers and / or their families and friends are placed at risk; and / or
- negative impacts extend to the broader community.



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