

July
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The Lott Responsible Gambling Code of Conduct

HAVE FUN & PLAY
RESPONSIBLY



The Lott Responsible Gambling Code of Conduct

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1. Our Commitment to Responsible Gambling

At The Lott, we're committed to supporting responsible gambling by providing you with clear information, practical tools, and access to help if you may need it. We do this to help you stay informed and in control of your lottery play.

We share this commitment message or responsible play taglines at key moments in your play journey, so support is within reach. Our people and our Retailers are also trained to support responsible gambling principles.

This Responsible Gambling Code of Conduct ("**Code**") shows how we intend to deliver on this commitment, providing our products responsibly and with integrity.

2. Introduction

2.1 About Us

The Lott is the mark of trust that unites Australia's official lotteries by our licensed and authorised operators under the brands:

- Tatts in Victoria
- NSW Lotteries in New South Wales and the Australian Capital Territory
- Golden Casket in Queensland
- In Tasmania, Tatts for draw lotteries and Golden Casket for Instant Scratch-Its® tickets
- In the Northern Territory, Tatts NT for draw lotteries and Golden Casket for Instant Scratch-Its® tickets

This Code applies when you play our lottery games:

- Online via The Lott Website (www.thelott.com) and The Lott App
- In our Retail Outlets

2.2 Objectives of the Code

This Code aims to:

- Highlight our commitment to minimising gambling harm.
- Provide you with information about how we responsibly deliver our products and services.
- Help you make informed choices about how you play and share tools and services that can support you.
- Explain the steps we will take to support your participation with our products and services.
- Aid our compliance with our industry legislation and licence requirements.

2.3 Application of the Code

The Code applies to:

- Us and our employees.
- Retail Outlets and Retailers.
- Our products and services.

2.4 Review of the Code

We conduct regular reviews of our compliance with the Code. We gather feedback from our Retailers and Retail Staff, our own employees and customers through periodic responsible play surveys which help us assess the effectiveness of the Code.

2.5 Definitions

Minor means a person who is under 18 years of age.

Retail Outlet means a physical place of business where lottery products may be purchased by the customer.

Retail Staff mean those employed by a Retailer to sell our products.

Retailer means the person(s) who owns and operates the Retail Outlet where lottery products may be purchased by the customer.

We / us / our means:

- Tattersall's Sweeps Pty Ltd (ABN 99 081 925 662) (Tatts Sweeps) in Victoria – it is a condition of the Public Lottery Licence held by Tatts Sweeps that it complies with this Code in Victoria
- New South Wales Lotteries Corporation Pty Ltd (ACN 142 890 195) in New South Wales and the Australian Capital Territory
- Tatts Lotteries SA Pty Ltd (ABN 41 146 245 007) in South Australia
- Golden Casket Lottery Corporation Limited (ABN 27 078 785 449) (Golden Casket) in Queensland
- In Tasmania: Tatts Sweeps for draw lotteries, and Golden Casket for Instant Scratch-Its® games
- In the Northern Territory: Tatts NT Lotteries Pty Ltd (ABN 18 146 244 984) for draw lotteries, and Golden Casket for Instant Scratch-Its® games

The Lott App means The Lott mobile application.

The Lott Website means www.thelott.com.

The Lottery Corporation means our parent company, The Lottery Corporation Limited (ABN 21 081 925 706)

3. Communication and Availability of the Code

3.1 Availability of the Code

We communicate and actively promote the Code in Retail Outlets and on The Lott Website. The Code is available at:

- The Lott Website at www.thelott.com/about/responsible-play, which is also linked in The Lott App.
- Any Retail Outlet where our lottery products are available for purchase.

3.2 Responsible Play Information

We offer a range of responsible play information to keep you informed about the resources, tools and support available to you, your friends and family, and the wider community.

The Responsible Play brochure is available in all Retail Outlets and on The Lott Website. This brochure provides information on:

- How to play responsibly.
- How to make and keep a pre-commitment decision.
- The availability of gambling support services.
- The odds of winning.
- How to make a complaint if you suspect a lottery product has been sold to a minor.
- How to make other responsible play complaints.

The Responsible Play brochure is available in English, Arabic, Chinese, Greek, Italian, Korean and Vietnamese on The Lott Website.

In addition to the Responsible Play brochure, more information on responsible play is available on The Lott Website including:

- The Responsible Play sign.
- The Complaint Handling Charter.
- Links to local gambling support services.
- Guidelines for financial transactions and prize payments.
- Information on spend limits, self-exclusion programs, and other useful tools.

We regularly review and update the information in Retail Outlets and on The Lott Website to ensure that it remains current and is easily accessible to you so that you can make informed decisions on how you play.

4. Game Information

4.1 Game Rules

Our game rules are available on The Lott Website at www.thelott.com/about/game-rules to help you understand the games, products, and services we offer.

Victoria & Tasmania:	Rules of Authorised Lotteries
Northern Territory:	Rules of Authorised Lotteries
Queensland:	Lotteries Rule (applies to Instant Scratch-Its® games in NT and Tasmania)
NSW & ACT:	Game Rules for NSW Lotteries
South Australia:	Lotteries (General) Rules and game specific rules

4.2 Terms and Conditions

You can view the terms and conditions that are applicable to online account and retail card memberships on:

- The Lott Website at www.thelott.com/about/terms-and-conditions.
- The Lott App.

We encourage you to read our game rules and terms and conditions (if you hold an online account and/or retail card membership) as they govern all aspects of your transactions and interactions with us.

5. Pre-Commitment Decisions and Spend Limits

Setting limits on the amount of time you spend playing our games or the amount of money you are prepared to spend is an empowering way to help manage your play and prevent gambling harm. Wherever and however you interact with our products and services, we encourage you to consider your personal circumstances, what you can afford to play with, and how much time you want to spend playing. We also offer tools to help you manage your spend - further information is set out below.

5.1 Playing In-Store

Our Retailers and their Retail Staff can help you to create and keep a pre-commitment strategy to help you manage your in-store play. You can make a pre-commitment strategy by setting a limit according to your own circumstances before you play.

(a) Ways an in-store customer can set up a pre-commitment.

You can make a pre-commitment decision when playing in our Retail Outlets by:

- Deciding what games you want to play.
- Planning ahead about how much you are willing to spend and not exceeding that amount.
- Making a personal record of your pre-commitment decision, for example by making a note on your phone or telling the person you are with what that decision is.

(b) Ways an in-store customer can keep a pre-commitment.

You can keep a pre-commitment decision when playing in our Retail Outlets by:

- Keeping track of how much you have played and the amount you have spent (joining The Lott Members Club and registering your entries may help you keep track of your purchases).
- Letting a Retailer or Retail Staff member know you have reached your pre-commitment limit.
- Leaving the Retail Outlet when you are about to or have reached your pre-commitment limit.

(c) Ways we will support you to keep a pre-commitment.

Our Retailers will support you to keep your pre-commitment by encouraging you to make or keep a decision and provide you with information and resources and they are required to train their Retail Staff to do the same.

Our Retailers are trained to respond to your responsible play enquiries and identify signs that indicate you may be experiencing gambling harm. We encourage our Retailers to chat with you about your play and offer to assist you if they notice you may be displaying signs of gambling harm (see section 7.2 of this Code for further information regarding gambling harm indicators and how our Retail Staff will assist).

We value the protection of your privacy; we expect our Retailers and their Retail Staff to interact with you in a discreet manner.

5.2 Playing Online or using your Online Account Funds

You can implement a pre-commitment strategy for online play - plan ahead, decide what games you want to play and how much you want to spend before you start, and make a personal record of your decision. We also promote and encourage customers who have an online account to set a weekly spend limit to help manage the use and spend of funds held in that account. We regularly communicate about this tool through our Retail Outlets and via The Lott Website.

(a) How we assist you to set limits

We will assist you by:

- Applying a default spend limit to your account when you open one with us.
- Encouraging you to set a weekly online spend limit in line with your personal circumstances and what you can afford to play with through your account and in our direct communications with you.
- Offering you the ability to set a weekly spend limit on your account at any time by logging into your online account.
- If we identify that you may be experiencing gambling harm, we may call you to discuss your circumstances and provide information on setting a weekly online spend limit.
- You can also call our Responsible Play Liaison Officers on **1300 138 132** or **07 3778 0122** Monday to Sunday, between 8:00am and 8:00pm AEST for information about setting a weekly spend limit.

(b) How we support you

If you have set a weekly online spend limit, we will support you by:

- Using our technology systems to apply the weekly online spend limit you have set for funds in your account.
- Allowing you to change your weekly online spend limit at any time by logging into your online account.
- Applying any requested **decrease** in weekly online spend limit immediately.
- Applying any requested **increase** in weekly online spend limit only after a 7-day waiting period.

Whether you are playing in-store, online, or across both, we encourage you to consider your personal circumstances, how much you can afford to spend, and how much time you want to be spending playing our games.

6. Other Responsible Gambling Tools

6.1 Online Account Self Exclusion

You can exclude yourself from playing our games through your online account via The Lott Website or through our Responsible Play Liaison Officers, who can be contacted on **1300 138 132** or **07 3778 0122** Monday to Sunday, between 8:00am and 8:00pm AEST.

Once your self-exclusion request has been processed, we will suspend access to your online account permanently and you will be unable to access your account, and ineligible to open a new account. You will need to make a request to our Customer Support Team to have any account funds returned to.

If you are a South Australian customer:

- Our online account self-exclusion tool operates a barring;
- For information about how to bar yourself from in-store play, please visit www.thelott.com/about/responsible-play

6.2 Opt-Out of Marketing Communications

We automatically change your online account marketing preference settings to “opt-out” when your online account is self-excluded. Alternatively, you can choose to be opted out of receiving our communications at any time by calling our Responsible Play Liaison Officers on **1300 138 132** or **07 3778 0122** Monday to Sunday, between 8:00am and 8:00pm AEST.

You can also choose how we communicate with you via the “My Settings > Marketing Preferences” section of your online account on The Lott Website or opt out of our marketing communications at any time using the unsubscribe link provided in those communications.

7. Interactions with our Customers and Concerned Persons

We’re committed to supporting responsible gambling by providing you with clear information, practical tools, and access to help if you may need it. We do this to help you stay informed and in control of your lottery play. If playing lottery games is no longer fun for you, or you are concerned about someone close to you, help is always at hand.

7.1 Online Account Interactions

We proactively oversee online account activity using a range of analytical tools to identify customers who may be at risk of gambling harm. We also use a contact framework to communicate with players about their play behaviour. Our program draws on academic research on behavioural science related to gambling, to improve our ability to encourage responsible play and minimise the potential for harm. We monitor several activities that may indicate you are at risk of gambling harm when accessing our products online:

- Changes in deposit behaviours – frequency (e.g., how often you deposit funds), intensity (e.g., the rate of your deposits), variability (e.g., change in deposit amounts), and trajectory (e.g., increasing deposit amounts over time) of money deposited.
- Changes in purchasing behaviours – frequency, intensity, variability, and trajectory of purchases and entry type and size.
- Changes in gambling patterns, e.g., purchasing different products, purchasing at different times.
- Changes in player controls – frequency, intensity, variability, and trajectory of gambling player controls (i.e., weekly spend limit).
- Time spent gambling.

If you contact us about your online play, we monitor for behaviours that may indicate gambling harm, including:

- Admitting being under the influence of alcohol or drugs.
- Showing signs of distress such as crying or swearing.
- Expressing guilt or remorse for gambling.
- Making remarks that may indicate serious overspending.
- Repeatedly commenting about family problems.
- Showing concern about losses and payouts.
- Indicating you need a break from gambling.
- Frequently closing and re-opening your account.
- Disclosing that you are experiencing gambling harm.
- Thinking you can control the outcome of games.
- Accusations of changing payouts or rigging the system.
- Verbally abusing our employees.
- Threats to property and/or our employees.
- Seeking or exploring customer player controls.
- Repeatedly self-excluding from gambling.

If we see signs or behaviours that may indicate harmful behaviour related to your gambling, either through our monitoring or during your contact with us, we will act.

Specifically, as part of our process, we will send you an email with information about:

- Our responsible gambling tools (these details are also set out in sections **5** and **6** of this Code); and
- Available gambling support services (these details are also set out in section **9** of this Code)

We provide this information to help you access support to manage or control your gambling, to address a potential risk of gambling harm.

Where we see signs or behaviours that may indicate a higher risk of harmful behaviour, then instead of or in addition to us sending you an email, we will:

- Suspend your online account; and
- Request that you call us.

Your account will remain suspended until you call us.

When you call us the content of the call will be specific to you, and we will:

- Share with you what led us to suspend your account;
- Ask you a series of questions to help us understand your individual circumstances;
- Provide information about responsible gambling tools (these details are also set out in sections **5** and **6** of this Code);
- Provide information about available gambling support services (these details are also set out in section **9** of this Code); and
- Facilitate access to available gambling support services (if required).

Depending on the outcome of this process, we may suspend or permanently exclude your account. For example, we will take this action if you ask us to, or if we believe this is necessary based on the information you provide to us during the call.

When we suspend or permanently exclude your online account, you will be unable to reopen your account and ineligible to create a new account. Any funds held in your account will be managed in accordance with the standard account closure processes available at: www.thelott.com/about/terms-and-conditions. We will maintain a record of your account in accordance with our record keeping requirements.

We train our customer-facing employees in how to identify customer behaviours that indicate gambling harm. Where these indicators are identified, our employees are trained in how to assist the customer and escalate the matter to the right team.

7.2 Retail Outlet Interactions

Our Retailers are trained to respond to your responsible play enquiries and identify signs that indicate you may be experiencing harm and are required to train their Retail Staff to do the same. Some of these may include:

- Spending increased amounts of time or money on gambling.
- Returning to an outlet multiple times within a day, in an attempt to win back your initial stake.
- Becoming visibly upset, agitated or distressed at the outcome of a game when you lose.
- Expressing concern or guilt about how much you have spent on gambling.
- Regular mentions of bad luck.
- Chasing losses, i.e., trying to win back losses by playing further games.
- Remarking that you are overspending or cannot afford daily staples due to how much you have spent on gambling.
- A partner's display of annoyance or frustration at continued purchase of lottery products.

If any of the above behaviours are observed, or you ask a Retailer or Retail Staff member for assistance with a responsible gambling concern, we encourage our Retailers to engage in a conversation with you in a supportive, sensitive and confidential manner and to provide you with a copy of our Responsible Play brochure which:

- Explains our responsible gambling tools and how to access them (these details are also set out in sections **5** and **6** of this Code); and

- Provides information on available gambling support services (these details are also set out in section 9 of this Code).

Our Retailers and their Retail Staff will also assist you to access gambling support services if you require it.

Our Retailers and their Retail Staff will decline service if they believe that you are under the influence of substances such as alcohol.

7.3 Need Assistance? Contact Us

We can be contacted by our customers, their families, their community or any other person by the following means:

- Email: customersupport@thelott.com
- Phone: **1300 138 132** or **07 3778 0122** Monday to Sunday, between 8:00am and 8:00pm AEST to speak to a Responsible Play Liaison Officer (in ACT, Gambling Contact Officer).

If you contact us, we can help you by:

- Supplying information and contact details for gambling support services.
- Removing you from our membership program.
- Stopping you from receiving direct marketing from us (including emails and SMS).
- Offering advice on spend limits and useful tools.
- Helping you with online self-exclusion.

If English is not your first language, our Responsible Play Liaison Officers can connect you to a national translation service during your call to help with translation.

8. Supporting our Employees and Retailers

8.1 Employee Product Play Policy

Our Employee Product Play Policy outlines our commitment to deliver our products and services with honesty and integrity. It also details the restrictions on our employees and contractors when they participate in lottery activities operated by us.

The Employee Product Play Policy applies to everyone who works at or for The Lottery Corporation. If an employee breaches the policy, depending on the circumstances and severity of the breach, there can be serious consequences. This can include disciplinary action of different kinds, including termination of employment or engagement.

8.2 Retailers and Retail Staff

Retailers and Retail Staff can buy lottery products subject to guidelines. The guidelines for Retailer play are set out in our Outlet Procedures Manuals. The Outlet Procedure Manuals also place an obligation on Retailers to develop clear procedures for Retail Staff purchases and prize claims within their Retail Outlet – the Retail Staff Guidelines.

8.3 Information and Assistance to Employees, Retailers and Retail Staff

Ensuring the well-being of our employees, Retailers and Retail Staff is our top priority. If an employee, Retailer or Retail Staff member asks for help, displays signs of gambling harm, or has difficulty managing their gambling (including by displaying any of the indicators listed in section 7.1 of this Code (online play) or 7.2 of this Code (retail play), we will support them by:

- Providing information on responsible play tools and resources, including setting a weekly spend limit and closing their account.

- Encouraging them to utilise our self-exclusion program.
- Referring them to our Responsible Play Liaison Officers.
- Referring them to gambling support services.

We encourage our employees, Retailers and Retail Staff to reach out if they need help and we will support them in a private and confidential manner with respect for their privacy.

9. Gambling Support Services

9.1 Interaction with Gambling Support Services

We maintain strong relationships with gambling support providers and government and industry groups, as part of our commitment to delivering high quality customer care. We connect with them at least quarterly by:

- Attending gambling harm networks and seminars.
- Coordinating with gambling support providers to host staff sessions on responsible play.
- Informal and ongoing telephone, email and face to face contact with gambling support services to seek advice and feedback on the effectiveness of the Code and our Responsible Play Program.
- Contributing to government and industry forums across various states.
- Attending the National Association for Gambling Studies (NAGS) conference annually.
- Supporting state gambling harm awareness weeks.

If playing lottery games is no longer fun for you or you are concerned about someone close to you, help is available. The following services offer a range of free and confidential support for you, your family, and friends including counselling, support groups, information, and referrals, and help with self-exclusion.

Available Gambling Support Services:

- National Gambling Helpline **1800 858 858**
- Gamblers Help (www.gamblershelp.com.au)
- Gamblers Anonymous (www.gaaustralia.org.au)
- Lifeline Helpline **13 11 14**
- ACT Gambling Support Services (www.everystorymatters.act.gov.au)
- South Australia Service Finder (www.gamblingharmssupport.sa.gov.au)

If you contact one of these services, they can provide you with free information, advice and support. They can also direct you to the best service provider for your specific circumstances.

10. Responsible Play Program and Training

Our Responsible Play Program has been developed in line with relevant State and Territory legislation to establish best practice in the service of lotteries so that playing lotteries is enjoyable for our customers.

The program focuses on education for our employees and Retailers, providing information and support for our customers in-store and online, providing guidance for the design and marketing of our games and programs.

Our employees complete responsible gambling training as part of their onboarding and are required to complete ongoing mandatory annual training. Our comprehensive training modules are tailored to suit various roles including all staff, specialist roles, and advertising and marketing.

Our specialist responsible gambling training module equips employees with information on:

- How to identify signs of potential gambling harm.
- How to respond to signs of gambling harm.
- Availability of responsible play tools and self-exclusion.
- Accessing gambling support services.
- How to raise concerns about gambling harm.

Our Retailers must complete a mandatory responsible play training module when they start work at our Retail Outlets. This training provides Retailers with information on:

- Retailer responsible play requirements;
- How to identify signs of potential gambling harm in the retail environment;
- How to respond to signs of gambling harm;
- The availability of responsible play tools and self-exclusion for online customers;
- How to access and refer customers to gambling support services; and
- How to raise concerns about gambling harm.

Our Retailers have a responsibility to train Retail Staff on these matters. We provide our Retailers and their Retail Staff with a '**Responsible Play Guide**' and various tools and resources to equip them with information to support customers and adhere to our Responsible Play Program.

11. Minors

Minors cannot purchase lottery products, and we undertake all practical measures to ensure that Minors cannot access our products either online or in our Retail Outlets.

We display 18+ messaging in our Retail Outlets, on our Instant Scratch-Its tickets, The Lott Website, and The Lott App.

If you are concerned about someone under 18 years of age potentially accessing our products in our Retail Outlets or online, you can reach out to us by:

- Approaching a Retail Staff member in any of our Retail Outlets.
- Calling our Customer Support Team on 131 868.

11.1 Retail Outlets

Retail Staff will ask you for verification of age if you look under 18 years old for lottery purchases or The Lott Members Club Card applications.

All Retail Outlets display the Responsible Play signage stating that Minors cannot purchase lottery products.

11.2 Online Accounts

You must complete an identity verification process to confirm you are at least 18 years of age. Before we can process your first withdrawal from an online account, you must verify the information you provided during your registration. We will suspend or close unverified accounts in line with our terms and conditions.

If we find that a person under 18 years of age has opened, or is accessing an online account, we will close the account immediately and report the matter in accordance with our regulatory requirements.

12. The Gambling Environment

We dedicate ourselves to delivering our products with integrity and credibility, and with a focus on customer care. Our responsible play program promotes responsible play both online and in our Retail Outlets and we discourage customers from engaging in extended play (for example, gambling for three hours or more without a break) or intensive play.

To identify our commitment to responsible gambling, we display responsible play messaging and taglines in our Retail Outlets, and on The Lott Website and The Lott App. We also embed responsible play taglines within our marketing and promotional materials, including communications sent to our customers.

We ensure there is adequate lighting in our Retail Outlets to make sure that signage is visible, and customers can be easily identified. Our Outlets in South Australia are required to display a clock to show customers the passage of time.

We promote the responsible play message on all relevant responsible play materials.

Our employees are not allowed to accept any gifts or gratuities given to them by customers.

12.1 Online Account

We proactively oversee online account activity using a range of analytical tools to identify customers who may be at risk of gambling harm.

If we find you are displaying signs of harm from online play (refer to section **7.1** of this Code for a full list of indicators), or we see you engaging in extended gambling (defined as gambling for three hours or more without a break) we will take all reasonable steps to support you which includes the action listed in section **7.1** of this Code.

When we suspend your account, the marketing send preference on your account will be set to “opt out”. If we permanently suspend your account for a responsible gambling reason, we will take steps to prevent you from opening future accounts with us. We also check where accounts are opened using similar details to customers who have had their accounts closed.

12.2 Retail Outlets

Retailers support a safe and responsible gambling environment in Retail Outlets. All customers are provided with fair, honest and courteous treatment with respect to their privacy.

If our Retailers find you are displaying signs of gambling harm in a Retail Outlet (refer to section **7.2** of this Code for a full list of indicators), they will discourage you from engaging in extended and intensive gambling by taking the steps listed in section **7.2** of this Code.

12.3 Intoxication

Persons who are intoxicated or under the influence of other substances cannot purchase lottery products. If we have reason to believe that you are intoxicated while operating your online account, we may proactively suspend your account. If you are displaying signs of intoxication in our Retail Outlets, they may refuse service.

13. Financial Transactions

We do not provide credit or lend money or accept cheques for the purchase of lottery products, and we require that our Retailers do not either.

When you are playing:

- Through your online account, we will only accept funds credited to your online account as payment;
- In our Retail Outlets, Retailers and Retail Staff are required to only accept payment via EFTPOS (credit card or debit card), or cash.
- The maximum amount of cash that will be accepted as a form of payment is \$5000.00. Higher payments for purchases can be made using debit/credit cards or a mix of cash and debit/credit card providing the maximum cash accepted does not exceed \$5000.00.

When collecting a prize in a Retail Outlet, the following restrictions will apply:

	Golden Casket and Tatts (QLD, VIC, TAS & NT)	NSW Lotteries (NSW & ACT)	SA Lotteries (SA)
Tier 1	Retail Outlets must pay all prizes up to and including \$1,499.99 in cash or via reverse EFTPOS.	Retail Outlets must pay all prizes up to and including \$1,000.00 in cash or via reverse EFTPOS.	Retail Outlets must pay all prizes up to and including \$500.00 in cash.
Tier 2	Retail Outlets have the option to pay prizes from \$1,500.00 to \$3,999.99 in an approved method other than cash.	Lottery and Instant Scratch-Its Prizes above \$1,000.00 can be claimed at our Head Office or by completing a Prize Claim Form.	Retail Outlets have the option to pay prizes from \$501.00 to \$5,000.00 in an approved method other than cash.
Tier 3	Retail Outlets have the option to pay lottery prizes from \$4,000.00 to \$24,999.99 in an approved method other than cash, if approved by Head Office.	Not applicable	Prizes above \$5,000.00 can be claimed at our Head Office or by completing a Prize Claim Form.
Tier 4	Prizes above \$25,000.00 can be claimed at our Head Office or by completing a Prize Claim Form.	Not applicable	Not applicable

For Instant Scratch-Its prizes:

- Prizes less than \$1,500 can be claimed at any Retail Outlet that sells Instant Scratch-Its tickets in the state or territory where you purchased the ticket.
- Prizes \$1,500 or greater can be claimed in person at one of the head offices for The Lott (Brisbane, Sydney, Melbourne and Adelaide) or via mail. A completed Prize Claim Form and the original winning ticket is required.

14. Responsible Advertising and Promotions

14.1 Advertising, Marketing and Promotions

We take reasonable steps when developing our marketing and promotional material, new products, and changes to existing products to produce material and games that:

- Comply with the advertising Code of Ethics adopted by the Australian Association of National Advertisers, and for television advertising – the Commercial Television Industry Code of Practice.
- Do not represent an irresponsible trading practice or portray actions that may seem socially irresponsible.
- Are not directed at or likely to appeal (in terms of style, tone, content, medium, location or any other factors) primarily to Minors, including suggesting that Minors can take part in lotteries.
- Are not false, misleading, or deceptive in a material way which is detrimental to customers. For example, our marketing material will not:
 - Misrepresent the probability of winning a prize or suggest that winning will be a definite outcome of participation in a lottery
 - Infer that you can win more than the prize(s) available
- Do not give the impression that buying lottery tickets is a reasonable strategy for financial attainment or will definitely improve a person's financial prospects.
- Are not discriminatory or appears to be patronising to any particular group.
- Do not target vulnerable or disadvantaged groups including players who have opted out of receiving promotional material and including where people may not have the ability to fully understand the information, such as refugees or people with intellectual disabilities.
- Do not violate the confidentiality of information relating to, or the privacy of customers without their consent, including those who have won a prize.
- Do not depict or promote the consumption of alcohol while buying a lottery product.
- Do not encourage anyone to contravene any laws.
- Do not suggest that skill can influence games that are games of chance.
- Do not encourage excessive or reckless playing.

14.2 How we Comply with These Requirements

We employ a range of processes when developing our marketing and promotional material, new products, and changes to existing products to incorporate these requirements and undertake the following measures:

- Inclusion of responsible gambling taglines in our advertising and promotional material following relevant legislation.
- We include information on how you can opt out of receiving direct marketing.
- We implement a multi-layered review process for materials which includes a review conducted by our marketing, legal and responsible gambling teams.
- Where appropriate, we utilise risk management software to assess marketing materials.
- We develop and supply responsible gambling checklists and guidelines for all employees involved in preparing marketing materials.
- We review new products, or changes to existing products, to assess potential impacts on customers and the community prior to release.

- We keep a list of all self-excluded customers, to ensure they do not receive any marketing or advertising communications.
- We provide annual training for employees, including relevant contractors and third parties.

Occasionally, our Retailers may conduct local area marketing promotions in Retail Outlets. We provide our Retailers with templates, guidelines and tools designed to help meet the above requirements.

15. The Lott Members Club

Our membership program, The Lott Members Club is free for you to join and offers a range of benefits including:

- **Prize protection:** As part of The Lott Members Club, you can feel secure with all entries purchased using your Members Club card or account are registered to your membership.
- **Prizes paid direct to you:** When you register entries to your membership in-store, any prizes (lower than a Division 1 or Lucky Lotteries top prize) won can be claimed into your online account the day after the draw or into a nominated bank account four weeks after the draw has taken place.
- **Bonus draws:** Members are entered into exclusive member-only monthly Bonus Draw every time an entry is purchased in-store or online using their Members Club card. The winners of any promotions conducted for The Lott Members Club Card members are contacted by us.
- **Favourites:** Whether playing in-store or online, members can choose to save the combination of their entry type, amount of games, number of draws plus the numbers they want to play for most lottery games as a 'Favourite' for quick and easy play next time.
- **Phone call for Division 1 winner:** members who win a Division 1 or major prize receive a winning phone call from us to personally confirm the news.

Membership and Bonus Draws Terms and Conditions and eligibility criteria apply. Visit www.thelott.com for more information.

From time to time, our Retailers conduct local area marketing, which may include offering you a purchase incentive linked to a purchase of a certain entry type. Local area marketing may also include second chance draw promotions which may be based on a purchase of a certain entry type. These promotions may or may not involve the use of The Lott Members Club card.

16. Customer Complaints

If you have a complaint about our Code, we encourage you to tell us.

Our Complaint Handling Charter details the process for you to make a complaint about the operation of, or compliance with this Code. You can make a complaint to us by phone, letter, or email:

Complaints at The Lott

Locked Bag 1, SPRING HILL, QLD 4004

Phone: 131 868 (Monday to Sunday, between 8:00am and 8:00pm AEST)

Email: customersupport@thelott.com

16.1 How Will we Manage your Complaint?

If you make a complaint to us by phone, we may ask you to send details of your complaint in writing.

Upon receipt, we will investigate and respond to your written complaint within 21 days. We aim to investigate non-written complaints within a reasonable time and consider the nature and complexity of the complaint.

We will keep you informed of the conclusion reached in relation to your complaint, including the reasons for that conclusion. If we resolve the matter, we will take no further action.

If you would like to request a review of the decision, we will conduct an internal independent review which may include:

- A review of all information relating to your complaint.
- A discussion with you, the subject of your complaint (if applicable) and/or employees involved with managing your complaint.

If you would like to request a review of the internal decision, we will refer your complaint to a member of a panel of independent mediators, such as the Institute of Arbitrators and Mediators Australia, for either a determination from an arbitrator based on submitted paperwork or to arrange mediation. We will share any mediation costs with you equally, unless otherwise agreed or as determined by the arbitrator.

We record complaints made in relation to the operation of this Code. We make this information available to the relevant regulatory bodies on request and keep records for a period of seven years per our record-keeping obligations.

17. Government Resources

Our operations are government by various State and Territory Legislation. The following state gambling codes of practice are available via thelott.com/about/responsible-play:

- **ACT** – Gambling and Racing Control (Code of Practice) Regulation 2002;
- **QLD** – Queensland Responsible Gambling Code of Practice;
- **SA** – State Lotteries Gambling Code of Practice; and
- **TAS** – Responsible Gambling Code of Practice



**HAVE FUN & PLAY
RESPONSIBLY**

Gamble Responsibly
For free and confidential support
call 1800 858 858
or visit gamblinghelponline.org.au

Help is close at hand
GambleAware
gambleaware.nsw.gov.au
1800 858 858

Head Office

Locked Bag 1, Spring Hill, QLD 4004
thelott.com
Customers 131 868
Retailers 132 315



Tattersall's Sweeps Pty Ltd
ABN 99 081 925 662
Tatts NT Lotteries Pty Ltd
ABN 18 146 244 984



**New South Wales Lotteries
Corporation Pty Limited**
ABN 27 410 374 474
ACN 142 890 195



**Golden Casket Lottery
Corporation Limited**
ABN 27 078 785 449



Tatt's Lotteries SA Pty Ltd
ABN 41 146 245 007