



New Zealand Lotteries Responsible Play Code of Practice





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Introduction

The New Zealand Lotteries Commission (NZ Lotteries) is committed to responsible play practices and has been operating lotteries responsibly and with integrity since 1987. NZ Lotteries' games are available nationally through a network of more than 1,000 retailers employing more than 4,000 people, who are committed to providing games in a safe, secure and friendly environment.

NZ Lotteries is a New Zealand gambling provider with a pure community-benefit funding model. All of our profits are returned to the community via the NZ Lottery Grants Board. Since 1987, NZ Lotteries has raised more than \$2.3 billion for New Zealand communities.

Unlike other forms of gambling, lottery games are based on the principle of a large pool of players entering a draw for a low entry price. For most players, lottery games are fun and rewarding entertainment and lotteries provide a clear net community benefit. There are, however, a very small number of people for whom playing our games can create gambling problems.

Approximately 66% of New Zealand's adult population – more than 2 million New Zealanders - play Lotto at least once each year and 41% play Instant Kiwi¹. The limited impact our games have in this area is reflected in problem gambling figures for the 2006 year which show that of the 1,761 people who received face-to-face problem gambling counselling for the first time, only 24 (or 1.3%), cited our products as their primary mode of gambling².

We take our statutory responsibility under the Gambling Act 2003 to minimise problem and underage gambling very seriously. NZ Lotteries has developed this *Responsible Play Code of Practice* to ensure the credibility and integrity of our operations, games and retail network are maintained at all times. The *Code of Practice* serves as a guide to the commitment to responsible service delivery that New Zealanders can expect from NZ Lotteries and its retail network. It supports the New Zealand Government's commitment to balancing the social and economic benefits and costs of gambling in New Zealand and reflects an increased focus on harm prevention and minimisation.

- 1 People's Participation in, and Attitudes to, Gambling, 1985-2005; Results of the 2005 survey, Department of Internal Affairs.
- 2 Problem Gambling Intervention Services in New Zealand: 2006 Service-user Statistics. Public Health Intelligence Monitoring Report No. 14, Ministry of Health, July 2007.

Our Purpose

To provide safe gambling that allows New Zealanders to play and win while contributing money back to New Zealand communities.

Our Goal

Our primary goal is to generate higher earnings so that we are able to maximise the contribution we make to numerous New Zealand communities. At the same time, the incidence of any problem and underage gambling with our products will be minimised. We aim to achieve this by creating winning outcomes for all our stakeholders - our customers, our shareholder the government, our retail network and other business partners, and our staff.

Our Statutory Responsibility

The activities of NZ Lotteries are authorised and controlled by the Gambling Act 2003.

This legislative framework gives NZ Lotteries four main statutory functions which are:

- to promote, organise and conduct New Zealand lotteries (currently Lotto, Lotto Strike, Powerball, Big Wednesday, Instant Kiwi and Keno) for the purpose of generating profits for distribution by the New Zealand Lottery Grants Board, or for a community purpose for which a special purpose lottery is promoted under section 245 of the Gambling Act 2003;
- to maximise profits so generated, subject to ensuring that the risks of problem gambling and underage gambling are minimised;
- to make rules regulating the conduct and operation of New Zealand lotteries under section 243 of the Act; and
- to advise the Minister of Internal Affairs on matters relating to New Zealand lotteries.

Spirit of the Code

NZ Lotteries and its retail network conduct all aspects of our lottery business in a professional and socially responsible manner. All efforts are made to provide a safe, friendly and responsible gambling environment that adheres to legislative and regulatory requirements.

Application

This *Code of Practice* has been developed for NZ Lotteries and its retail network of agents which sell NZ Lotteries products. It covers the areas of information provision, confidentiality, game availability, minimising gambling related harm, responsible play and service delivery, responsible marketing and complaints.

It should be read in conjunction with the relevant New Zealand legislation, the Gambling Act 2003, and the game rules developed for the lottery games offered by NZ Lotteries.

Review

NZ Lotteries considers this *Code of Practice* to be a dynamic document that will be monitored and periodically reviewed to ensure it maintains its applicability to New Zealanders and the range of lottery games offered to our customers by NZ Lotteries.

Provision of Information

Providing easily understood information about the nature of our games is one of the cornerstones of our responsible play philosophy. This includes:

- Relevant and meaningful information which explains NZ Lotteries' games, how they are played, how prizes are redeemed and the odds of winning for each game is available in all NZ Lotteries retail outlets, from NZ Lotteries' Head Office, PO Box 3145 Wellington, and online at www.mylotto.co.nz.
- NZ Lotteries and its retailers always endeavour to provide customers with accurate and honest information.
- Copies of this *Responsible Play Code of Practice* are located at each lottery retail outlet where they are accessible to staff and customers. Copies are also available from NZ Lotteries' Head Office.
- Relevant information about responsible lottery play, and where to get help if people have a gambling problem, is available in all NZ Lotteries retail outlets and from NZ Lotteries' Head Office.
- Relevant legislation and rules for the conduct of NZ Lotteries' games are available in all NZ Lotteries retail outlets.

Confidentiality

NZ Lotteries considers customer confidentiality to be of paramount importance. The following principles underpin this belief:

- Customer information is treated with the utmost confidentiality.
- NZ Lotteries and its retailers do not reveal the identities of prize winners without their prior permission. Furthermore, NZ Lotteries will take all practicable steps to maintain the dignity of winners who agree to publicity³.
- The confidentiality of customers who volunteer to NZ Lotteries staff, retailers or their staff, that they have a gambling problem is respected at all times.

Game Availability

- The following NZ Lotteries games are open to New Zealanders of any age: Lotto, Lotto Strike, Lotto Powerball, Big Wednesday and Keno.
- The Gambling Act 2003 restricts the purchase of NZ Lotteries Instant Kiwi scratch tickets to those aged 18 years and above. Anyone over the age of 18 is prohibited from buying Instant Kiwi tickets for anyone aged under 18. NZ Lotteries and its retailers cannot pay Instant Kiwi prize money to anyone aged under 18. Any such prize money will be returned to NZ Lotteries prize reserve fund.



**You must be 18 or over to play
or claim an Instant Kiwi prize**

³ Lotto Winning Wheel Winners agree to be identified if they choose to spin the Winning Wheel.

Promotion of Responsible Play Practices

Training and Development

- NZ Lotteries continues to develop and provide an extensive training programme for its retail agents and their staff.
- Training in the responsible sale of lottery products is included in training programmes for new owners and staff who sell lottery products.
- Relevant NZ Lotteries staff are trained in the responsible delivery of lottery products.
- Responsible play training updates are provided as required.

If Playing is No Longer Fun

- NZ Lotteries has links with problem gambling service providers who can offer support if playing is no longer fun.
- The telephone numbers for the Gambling Helpline and the Problem Gambling Foundation are promoted in written material in all NZ Lotteries retail outlets and available from our Head Office together with relevant responsible play information.
- Contact information for problem gambling service providers can also be found on NZ Lotteries' website www.mylotto.co.nz.

Credit

- Payment for lottery entries must be received from customers at the time of purchase.
- Retailers 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 credit accounts via EFTPOS is an acceptable retail practice. However, availability of these services will differ between retailers.
- All cash prizes are paid in New Zealand dollars.
- Cash prizes up to and including \$1,000 are payable in cash from any NZ Lotteries retailer (where the ticket was purchased from a NZ Lotteries retailer – prizes \$1,000 and under won on tickets purchased online from MyLotto will be paid directly into the player's online account by NZ Lotteries).
- Prizes over \$1,000 are payable by cheque or direct credit from NZ Lotteries' Head Office.
- All prizes are paid in full on receipt of the prize claim form except prizes payable in instalments or otherwise in accordance with a game's rules and procedures.

Responsible Marketing

Marketing, including advertising and promotions, is directed at promoting lottery games as valid entertainment and recreational products. NZ Lotteries endeavours to ensure that the marketing of its products:

- targets people of legal playing age;
- is in accordance with the codes of conduct specified by the Advertising Standards Authority (ASA);
- 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 depict or promote consumption of alcohol while buying a lottery entry;
- as far as practicable, does not encourage problem gamblers to purchase its products;
- does not publish, or cause to be published, anything which identifies customers who have won a prize without their prior consent; and
- does not represent an irresponsible trading practice.

Handling Complaints

Timely and effective resolution of customer complaints is an integral part of this Code.

- If a retailer cannot resolve a player's complaint at the point of purchase, the player is encouraged to telephone NZ Lotteries on 04 802 7000, or address a written complaint to NZ Lotteries, PO Box 3145, Wellington, or by email to info@nzlotteries.co.nz.
- NZ Lotteries undertakes to deal with all complaints in a timely and responsible manner and follows a structured internal escalation system for complaints.
- Should the matter remain unresolved, players may elect to issue a complaint to NZ Lotteries' regulator, the Department of Internal Affairs.

Responsible Play and Service Delivery

All NZ Lotteries retailers are expected to:

- promote and abide by the spirit of NZ Lotteries *Responsible Play Code of Practice*;
- display NZ Lotteries' responsible play brochure 'Have Fun & Play Responsibly';
- ask to see age identification from any customer wishing to purchase, or claim prizes on, Instant Kiwi tickets, who looks under 25 years of age;
- look out for customers who may have a gambling problem and enable and encourage them to contact Gambling Helpline or the Problem Gambling Foundation of New Zealand;
- abide by all aspects of the relevant acts and regulations;
- be familiar with the game mechanics, rules, instructions, costs and prizes of all NZ Lotteries' products on offer;
- provide information on the NZ Lotteries games they sell as requested by customers, or refer them to NZ Lotteries' Head Office if they are unable to assist;
- provide a friendly and efficient service to customers at all times;
- provide all materials required for playing NZ Lotteries' games;
- ensure payment for lottery entries is received from customers at the time of purchase;
- pay cash prizes up to and including \$1,000 in value in cash (except those prizes won on tickets purchased via MyLotto);
- have completed the appropriate training organised by NZ Lotteries;
- endeavour to assist customers with lottery-related complaints and, where a complaint cannot be resolved, provide information to assist customers to contact NZ Lotteries; and
- abide by the policies and procedures outlined in the Retailer Operations Manual.

NZ Lotteries retailers must not:

- allow the sale of Instant Kiwi tickets to anyone under 18 years of age, or to persons known to be purchasing on behalf of anyone under 18 years of age;
- pay Instant Kiwi prize money to anyone aged under 18 years of age;
- make misleading statements about odds, prizes, or any other aspects of NZ Lotteries' games;
- provide credit, or lend money, to anyone for the purpose of buying a lottery entry (lottery entries may be purchased responsibly using credit cards and / or credit accounts via EFTPOS depending upon the availability of these services from individual retailers);
- sell lottery entries at prices different to those set by NZ Lotteries;
- seek any gain from the payment of prizes; and
- disclose any information that could indicate the identity of major prize winners, or those with gambling problems, without their consent.



*New Zealand Lotteries Commission
54-56 Cambridge Terrace*

PO Box 3145

Wellington

Tel: 04 802 7000

Fax: 04 385 2787

Web: www.nzlotteries.co.nz

The information contained in this document may be subject to change without notice. This information should be read in conjunction with the Gambling Act 2003 and game rules developed for each of the lottery games offered by NZ Lotteries. Whilst NZ Lotteries has taken care to ensure the accuracy of the information contained in this Code of Practice as at the effective date, NZ Lotteries does not warrant that the information is correct.