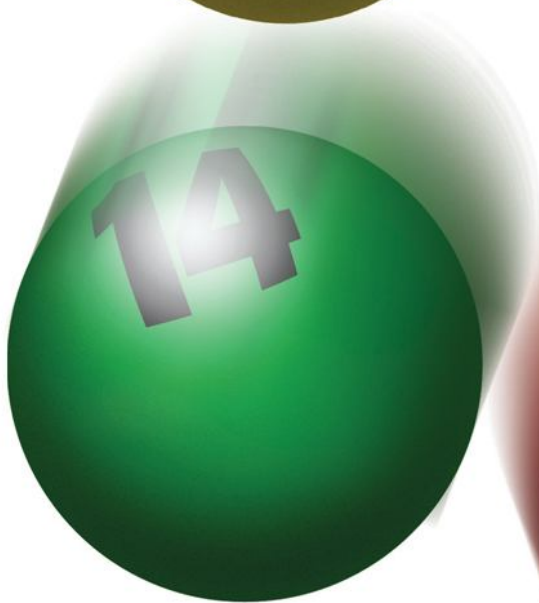
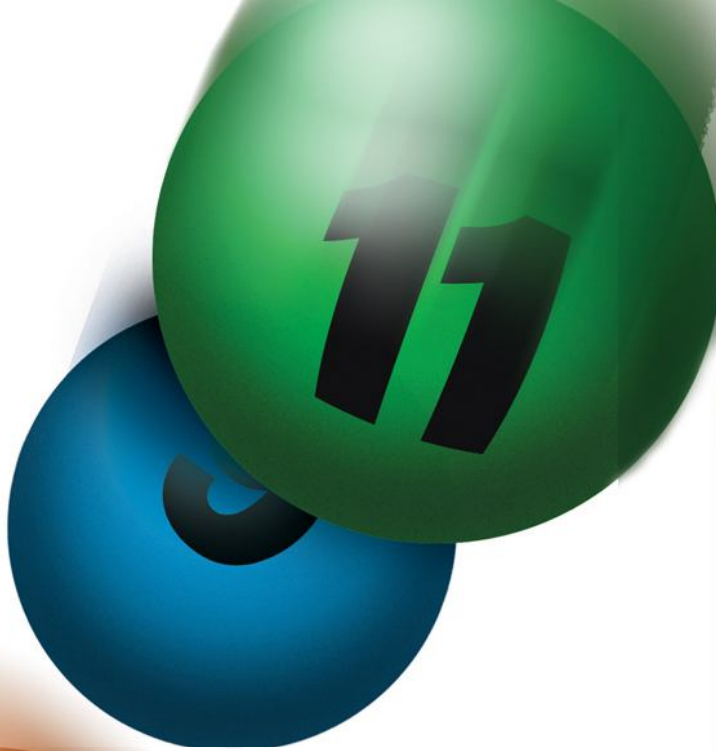


Lottery Blocs Code of Practice

January 2009



LOTTERY BLOCS CODE OF PRACTICE

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
87 Ipswich Road, WOOLLOONGABBA QLD 4102
Ph: (07) 3877 1000 Fax: (07) 3877 1140



Western Australia

Lotterywest (Lotteries Commission of Western Australia)
74 Walters Drive, OSBORNE PARK WA 6017
Ph: (08) 9340 5100 Fax: (08) 9242 2577



New South Wales & Australian Capital Territory

NSW Lotteries Corporation
2 Figtree Drive, HOMEBUSH BAY NSW 2127
Ph: (02) 9752 5500 Fax: (02) 9752 5511



South Australia

SA Lotteries (Lotteries Commission of South Australia)
24 - 25 Greenhill Road, WAYVILLE SA 5034
Ph: (08) 8208 4100 Fax: (08) 8208 4323



Victoria, Tasmania, Northern Territory & Australian Capital Territory

Tattersall's Sweeps Pty Ltd
615 St Kilda Road, MELBOURNE VIC 3004
Ph: (03) 8517 7777 Fax: (03) 8517 7757

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, 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.

1 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 Trade Practices Act, regulations and codes of practice (including the World Lottery Association Best Practice Marketing/Communications Guidelines and the Australian Association of National Advertisers Code of Ethics), 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 explicitly or exclusively directed at vulnerable or disadvantaged groups.

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 harm minimisation.

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 chance 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 lotteries 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.

SIGNATORIES

Golden Casket Lottery Corporation Limited

Sue van der Merwe, General Manager, Group Lottery Operations

Lotteries Commission of Western Australia

Jan Stewart, Chief Executive Officer

New South Wales Lotteries Corporation

Nick Nichles, Chief Executive Officer

Lotteries Commission of South Australia

June Roache, Chief Executive

Tattersall's Sweeps Pty Ltd

Bill Thorburn, Chief Executive, Tatts Lotteries