

Signage, Publications and Branding

Purpose

This paper should be used to aid in complying with signage, publications and branding regulations and provisions soon to come into force under the Gambling Act 2003.

References

In order to help you to understand this document you should consult the following reference material:

- Gambling Act 2003 – Section 121
- Gambling Act 2003 Gambling (Harm Prevention and Minimisation) Regulations 2004 – Regulations 9, 10 and 11
- Gambits:
 - June 2004, p.10
 - December 2004, p.19

The above information can be found on the Department's website:
www.dia.govt.nz

Executive Summary

This year, there are several provisions that will come into force under the Gambling Act 2003. These relate to signage, publications and branding in class 4 venues and casinos. The table below includes the legislation, requirements and commencement dates for these:

Legislation	Requirement	Commencement
Section 121	Requirement to ban casino branding	19 March 2005
Regulation 9	Restriction on jackpot advertising at class 4 and casino venues	1 October 2005
Regulation 10	Restriction on jackpot branding	1 October 2005
Regulation 11	Requirement to provide information about problem gambling	1 April 2005

Note: signage refers to signs or posters.

**Section 121:
Casino
Branding**

Non-casinos cannot use the word ‘casino’ or any other word or get-up, that gives the impression that a place is a casino and accessible to the public under section 121. This would include, but is not limited to the following:

Casino
Kashino
Cashino
Casino
Kasino
Kazino
Sky City
Las Vegas
Vegas
High Rollers
Circus Circus
Excalibur
Caesar’s Palace
Tropicana

- Branding use of other well-known casinos will also not be permitted.
- The word casino or a similar term should not be used in branding in any language.

This provision also includes the use of *images or pictures* in branding that convey a place may be a casino. This would include, but is not limited to the following:

- Casino games
- Roulette wheels
- Blackjack tables

Non-casinos cannot use the word ‘casino’ or any other word or get-up, that gives the impression that a place is a casino and *accessible to the public* under section 121. Accessibility to the public means that it is not restricted to members. A place may still be accessible to the public even if an entry fee is charged, or a bouncer excludes certain persons from entering (e.g. a nightclub). A place is not accessible to the public if it is restricted for the use of members (and their guests), or if it is restricted to invitees only (e.g. a private party or a work function).

Under section 121, the word ‘Casino’ displayed in a pub window would be illegal, but the words ‘Members-only Casino Night’ displayed in a club window would be legal.

**Failure to
comply**

Failure to comply with this provision may result in a fine up to \$10,000 (see subsection 121(5)).

**Regulation 9:
Jackpot
Advertising**

This regulation applies to:

- The holder of a class 4 venue licence
- The class 4 venue manager
- The class 4 venue operator
- The holder of a casino operator's licence

Jackpot advertising is permitted inside the venue. However, the above persons should ensure that no advertising relating to a gaming machine jackpot is either **audible or visible** to persons **outside** of the venue.

**Failure to
comply**

Failure to comply with this regulation may result in the Secretary for Internal Affairs's refusal to grant, renew or amend a class 4 venue licence, or the Secretary may decide to suspend or cancel a class 4 venue licence.

**Regulation
10: Jackpot
branding**

This regulation applies to:

- The holder of a class 4 venue licence
- The class 4 venue manager
- The class 4 venue operator
- The holder of a casino operator's licence

The above persons should ensure that gaming machine jackpot advertising is not published in conjunction with a class 4 venue or casino through any advertising mediums. These include, but are not limited to:

Radio
Television
Newspaper
Magazines
All print media
Internet
Signage

This includes advertising of any similar or related words to the word “jackpot” as well as advertising with catch phrases that imply that there is a *gaming machine jackpot* at the venue. These include, but are not limited to:

Jackpot
Jacpot
Jakpot
Jackpod
Jackpott
Progressive prizes
Combination prizes
Win \$1000 here!
Up to \$1000 progressive prizes
Cumulative pool prizes

Jackpot branding should not be used in any language.

Failure to comply

Failure to comply with this regulation may result in the Secretary for Internal Affairs’ refusal to grant, renew or amend a class 4 venue licence, or the Secretary may decide to suspend or cancel a class 4 venue licence.

**Regulation 11:
Requirement to provide information**

Regulation 11 requires the holder of a class 4 venue or casino licence to make available to players at the venue, **pamphlets** that include information about:

1. **The odds of winning on gaming machines.** Including:
 - Clear and concise information about the odds of winning the jackpot on a gaming machine
2. **The characteristics of problem gambling (including the recognised signs of problem gambling).** Including:
 - An appropriate definition of problem gambling
 - A set of questions for gamblers to ask themselves that would indicate if they are a problem gambler
 - A list of the recognised signs of problem gambling
3. **How to seek advice for problem gambling.** Including:
 - Contact details of problem gambling services, including a problem gambling freephone helpline

Regulation 11 requires the holder of a class 4 venue or casino licence to display **signage** at the venue that is **clearly visible to all players**, that

include:

1. Statements that encourage players to gamble only at levels they can afford. Including:

- A statement that encourages affordable gambling
- Basic suggestions on how to gamble within your means

2. Advice on how to seek assistance for problem gambling. Including:

- Information that tells gamblers how to access problem gambling services, by including the service and contact telephone number

Clearly two different mediums of information – pamphlets and signage – are envisaged by the regulation.

Take-home pamphlets and signage are to be located in areas within the venue such as:

- The gambling area
- Near EFTPOS facilities/cash outlets
- Restrooms
- On or near the bar

It is recommended that pamphlets and signage are located in areas that are easily accessible to patrons i.e. in open areas and clearly visible.

- Signage (posters) must be typed on at least A4 size paper.
- Font must be typed in at least size 16.

Failure to comply

Failure to comply with this regulation may result in the Secretary's refusal to grant, renew or amend a class 4 operator's or venue licence, or the Secretary may decide to suspend or cancel a class 4 operator's or venue licence.
