

Advertising lotteries at gaming machine venues

What has changed?

Recent red tape reduction measures have resulted in amendments to the *Gaming Machine Act 2004*. These amendments mean that gaming machine venues will now be allowed to advertise lotteries on the external walls or windows of the venue, provided that signage does not refer to gaming machines in any capacity.

A new definition of 'advertising' has been added to section 152(3). It states that any advertisement that refers to gaming machines in any capacity is prohibited regardless of whether the advertisement is for a gambling activity or not. In the context of advertising and external signage, gambling activity excludes exempt or approved lotteries.

What does it mean for me?

Gaming machine licensees can now advertise exempt or approved lotteries in the windows or on external walls of their venue, so long as the advertising does not reference gaming machines in any way.

Previously, you were unable to advertise lotteries in windows or on external walls of your premises, but the lottery could be advertised on a billboard a short distance from your premises. These amendments mean less red tape and more advertising freedom for gaming machine licensees.

How do I apply for approval to conduct a lottery?

Depending what kind of lottery you wish to conduct you will need to download and complete the relevant form from the Gambling and Racing Commission's website by following the [Forms and Fees](#) link. Applications may be posted (if paying by cheque), emailed or faxed (if paying by credit card) to Access Canberra at:

The Lotteries Officer

Access Canberra

Post: GPO Box 158

CANBERRA ACT 2601

Fax: (02) 6207 7390

Email: lotteries@act.gov.au

If you are conducting a Trade Promotion and wish to pay the application fee by credit you can now apply for the permit online by completing the [online form](#). Applicants that lodge their applications online receive an email confirmation including a receipt for the payment and a tracking code.

References

Definition of **advertising** – Part 10, section 152(3) *Gaming Machine Act 2004*

Definition of **gambling activity** – Part 10, section 152(3) *Gaming Machine Act 2004*

Lotteries – section 5 *Lotteries Act 1964*

Exempt lotteries – section 6 *Lotteries Act 1964*

Approval of lotteries – section 7 *Lotteries Act 1964*