

## ADVERTISING AND MARKETING STANDARDS FOR THE B.C. GAMBLING INDUSTRY

### Context

The Province of British Columbia wants to ensure gambling activities are carried out in a socially responsible manner.

The Gaming Policy and Enforcement Branch regulates gambling in BC.

As an agent of government, the BC Lottery Corporation conducts and manages most commercial gaming in the province, including casinos, commercial bingo halls, community gaming centres, and lotteries. The Corporation contracts with gaming services providers to operate those gaming facilities.

Private companies are licensed, as gaming services providers, to operate horse race tracks and teletheatre outlets.

Community organizations may be licensed to conduct gaming events, such as ticket raffles, independent bingos, social occasion casinos, and wheels of fortune.

### Objectives

- To ensure gambling is represented in a responsible manner in all advertising and marketing.
- To pursue opportunities to partner with the BC Lottery Corporation and service providers to develop and deliver specific, targeted media campaigns that enhance public awareness of problem gambling issues and services.

### Authority and Application

Section 27(2)(d) of the Gaming Control Act authorizes the General Manager of the Gaming Policy and Enforcement Branch to establish public interest standards for the gambling industry. The following advertising and marketing standards apply to products and/or gaming facilities promoted by BC Lottery Corporation, gaming service providers, and gaming event licensees. These standards do not apply to corporate advertising which does not include references to, or promote, products and/or gaming facilities.

### Advertising and Marketing Standards

#### **Responsible Gambling**

- Advertising and marketing materials, whenever reasonable and appropriate, must contain a responsible gambling message.
- The Province's responsible/problem gambling materials, and information about how a problem gambler may obtain help, must be readily visible in high traffic areas in gaming facilities, at locations where gaming products are being sold, or (when requested) at licensed gaming events.
- Advertising and marketing materials must not:
  - Encourage people to play beyond their means;

- Imply the certainty of financial reward or alleviation of personal and financial difficulties;
- Present gambling as an alternative to employment or as a financial investment;
- Encourage play as a means of recovering past gambling or other financial losses;
- Imply that chances of winning increase the longer one plays;
- Suggest skill can influence the outcome;
- Knowingly be placed in, or adjacent to, other media that depict inappropriate use of the product(s); and,
- Depict a pre-occupation with gambling.

### **Odds of Winning**

- Information on the odds of winning must be clearly stated and made available to the public upon request, through relatively accessible means.
- When provided, information on the odds of winning must factually report the chances of winning in various gambling activities.
- Advertising and marketing materials must:
  - Not present winning as the most probable outcome, nor misrepresent a person's chance of winning a prize; and
  - Describe prize amounts accurately, indicating, where necessary, if prizes are in the form of annuities.

### **Protecting Minors**

Minors are defined as youth and/or children under the legal purchase age of 19.

- Advertising and marketing materials must not:
  - Use individuals who are, or appear to be, minors to promote gambling;
  - Appear in media directed primarily to minors, or where most of the audience is reasonably expected to be minors;
  - Appear on billboards or other outdoor displays that are directly adjacent to schools or other primarily youth-oriented locations;
  - Appear at venues where the primary audience is reasonably expected to be minors;
  - Be based on themes, or use language, intended to appeal primarily to minors;
  - Promote gambling during television or radio programming where the primary audience is expected to be minors; and
  - Contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors.

### **Issued by:**

Derek Sturko, General Manager

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