



Independent Gambling Authority

Circular

TO: Authorised Interstate Betting Operators
Racing Controlling Authorities
SA Bookmakers League
SA TAB

FROM: Director, Independent Gambling Authority

SUBJECT: Inducements to gamble

DATE: 20 March 2009

1. This circular informs you of proposed variations to the Advertising and Responsible Gambling Codes of Practice for betting operators.
2. The Authority's attention has recently been drawn to the emerging use of various forms of promotions to induce people to establish a betting account—for example, by providing a free initial account balance.
3. The Authority has formed the view that, in general, the advertising of such inducements in South Australia, and them being offered to South Australian residents by betting operators is undesirable.
4. It is the intention of the Authority to include in the codes a provision for betting operators that they will not advertise any inducement in South Australia or offer any inducement directed at encouraging South Australians to gamble or to establish a betting account.
5. It is not proposed that this will affect the use of trade promotion lotteries, which are separately regulated in South Australia under the Lottery and Gaming Regulations 2008. Applications for trade promotion lottery licences can be made to the Liquor and Gambling Commissioner.
6. As required under the *Authorised Betting Operations Act 2000*, the Authority is seeking submissions from gambling providers and interested parties on the proposed variations. If you wish to comment on the proposed variation, your submission in writing should be made by **Friday, 10 April 2009**.
7. Please contact the Authority if you have any questions in relation to this circular. The contact details are:

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