



ABN 37 067 391 511

22 September 2006

Mr Robert Chappell  
Director  
Independent Gambling Authority  
Level 4, 45 Grenfell Street  
ADELAIDE SA 5000

Dear Mr Chappell,

### **PROPOSED SIGNAGE PROHIBITION**

ALH Group owns over 250 hospitality venues across six Australian States, including 26 hotels in South Australia. Our venues offer patrons a wide variety of entertainment options, including bars, bistros, retail liquor outlets, function rooms, gaming facilities, nightclubs, wagering, keno and accommodation rooms.

As a significant investor in the State, I was extremely concerned to read of the Independent Gambling Authority's plans to apply restrictions on external advertising of electronic gaming machines from 2008.

Our hotels operate legitimate, highly regulated local businesses and as such should be able to externally promote their offerings to customers in a responsible manner.

It is our understanding that the Authority is considering implementation of a signage ban similar to that currently in place in New South Wales. As the operator of 19 hotels in NSW, it has been our clear experience that the prohibition of external gaming advertising has had no impact upon the level of problem gambling within the State, and indeed no impact on the level of gambling overall. We are also unaware of any research that demonstrates a causal link between the external advertising of gaming machines and problem gambling.

We ask the Authority to reconsider proposals for such a ban, noting it would impose substantial capital costs upon venues with no proven benefit to problem gamblers.

Should you wish to discuss this issue further, please contact me on 03 9829 1000.

Yours sincerely,

Bruce J. Mathieson  
Group Operations Manager  
ALH GROUP PTY LTD