

TRADE PROMOTION LOTTERIES – HOW TIMES ARE CHANGING

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Agencies and clients know just how painful it can sometimes be to get a trade promotion lottery permit. A lot of agencies and clients have experienced the frustration that can sometimes be experienced when waiting for the permits to come through. Those little numbers can cause some serious grief. There have been various changes recently to the permit requirements and further changes are proposed for NSW, which could have a major impact on promoters.

Trade Promotion Lotteries – The Current State of Play and the Future

As most people would be aware, for a game of chance or a game of mixed chance and skill you may require a trade promotion lottery permit, depending upon which State or Territory where the promotion is being conducted.

Victoria recently amended its requirements to remove the permit system entirely. ACT revised its system so that you only need a permit where the total prize pool exceeds \$3,000. You only require a permit in SA where the prize pool exceeds \$5,000, or where the promotion involves instant win prizes. NSW requires one regardless of the total prize pool. Finally, you only require an NT permit where the total prize pool exceeds \$5,000, and you have not obtained trade promotion lottery permit in another jurisdiction. The other jurisdictions (WA, QLD, TAS) do not have a permit system.

Proposed changes to NSW permit requirements

The NSW Office of Liquor Gaming & Racing recently called for submissions into changes to the trade promotion lottery laws in NSW. The proposed model put forward was that only trade promotions with a total prize pool that exceeded \$10,000 would require a permit in NSW. These changes have not at this stage been implemented, nor can we predict what the final changes will be. That said we suspect that they will make some type of change as to when you will require a permit. We will certainly be keeping our ear to the ground for any changes.

What does this mean for you?

In short, nothing at this stage, but in the future you may not require a NSW trade promotion lottery permit, depending upon the prize value, so agencies and clients should watch this space. If this change is implemented, it may lead to a little less stress by not having to wait on those little numbers to come through on smaller scale promotions.

If you would like further information on the above and how it impacts on you or your business, please contact one of our experts below.

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