



# Responsible Gambling Code of Conduct

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## Introduction

The 50-50 Foundation Limited ACN 161 685 776 (**Foundation**) conducts charity lotteries, raffles and art unions across Australia under the '50-50 Charity Raffle' and 'Play for Purpose' brands and is committed to Responsible Play.

This Responsible Gambling Code of Conduct acts as a guide for the responsible service delivery and commitment in the operation of our games.

## Objectives

1. To ensure that our charitable lotteries, raffles and art unions remain a socially responsible, fun and entertaining experience.
2. To provide a framework for the Foundation for the continued responsible delivery, marketing and sale of its charitable lotteries, raffles and art union products.

### 1. Definitions

**50-50 Charity Raffle** means 50-50 Charity Raffle conducted by the Foundation

**Play for Purpose** means Play for Purpose the Sports & Charity Raffle conducted by the Foundation

**Websites** means:

- 50-50 Charity Raffle website [www.5050charityraffle.com.au](http://www.5050charityraffle.com.au)
- Play for Purpose website [www.playforpurpose.com.au](http://www.playforpurpose.com.au)

### 2. Commitment to Responsible Gambling

The Foundation is committed to providing the highest standards of customer care and responsible gambling. We support and encourage the responsible play of our lottery games and are committed to this Responsible Gambling Code of Conduct (**Code**). In general, we do not offer games that would:

- a. create any continuous forms of play;
- b. have a strong appeal to minors; or
- c. be offensive or contrary to the public interest.

The Code (this document) describes how we demonstrate this commitment.

### 3. Availability of the Code

A full copy of the Code is available for inspection on the Websites.



#### 4. **Responsible Gambling Message**

The Foundation uses a responsible gambling message, "**PLAY RESPONSIBLY**", which is displayed on the 50-50 Foundation website.

#### 5. **Responsible Gambling Information**

Information about the following is available on the websites:

- [www.5050charityraffle.com.au](http://www.5050charityraffle.com.au)
- [www.playforpurpose.com.au](http://www.playforpurpose.com.au)
- [www.5050foundation.net.au](http://www.5050foundation.net.au)
- The 50-50 Charity Raffle Terms & Conditions;
- The Play for Purpose Terms and Conditions;
- A Complaint Handling process
- Play for Purpose online player unsubscribe information directs players who wish to unsubscribe how to do so
- Gambling Support Services with Australia - should you feel you have a gambling problem and require assistance, the following Gambling Support Services websites are here to help.

[Gambling Help Online](#) **Nationwide**

[Lifeline – Problem Gambling](#)

[Gambling Help NSW](#)

[Problem Gambling SA](#)

[Gambling Help VIC](#)

[Gamblers Anonymous NSW](#)

[Centrecare – Gambling Help WA](#)

[Amity Community Services NT](#)

[Department of Health & Human Services – TAS](#)

[Gambling Help Online QLD](#)

[Problem Gambling ACT](#)



## 6. **Gambling Product Information**

Information on all gambling products is available and accessible for customers on the website. This information includes the odds of winning and player information for each game.

Game Rules for 50-50 Foundation's products are available and accessible for customers on the Websites.

## 7. **Interaction with Customers**

The Foundation will respond to customers on receipt of an email.

The Foundation can be contacted on [info@5050foundation.net.au](mailto:info@5050foundation.net.au)

On request, the Foundation can:

- a. provide further information and contact details for gambling related support services;
- b. remove players from the 50-50 Charity Raffle and Play for Purpose contact lists; and
- c. un-subscribe the player.

After unsubscribing, the Foundation will not send any correspondence or promotional material to unsubscribed players personally who have indicated closure due to a gambling problem.

The Foundation maintains a Gambling Incidents Register of any telephone calls or emails received by customers experiencing a gambling problem.

Players who are noticeably distressed from gambling will be provided with information detailing gambling support services.

The Foundation values the protection of customers' privacy and all interaction with customers will be done with due respect for their privacy.

The Foundation and its staff must not encourage a person to gamble beyond their means.

## 8. **Staff Gambling Policy**

The following people are not able to purchase tickets and/or be entitled to claim prizes in Play For Purpose or the 50-50 Charity Raffle

1. People under 18
2. People without Australian residency
3. The directors of the 50-50 Foundation and their immediate family members that reside at the same residential address
4. Employees of 4impact who have been directly involved in the technical build of the Play For Purpose Platform and their immediate family members that reside at the same residential address
5. Employees of Tabcorp Charitable Games division and their immediate family members that reside at the same residential address



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6. Anyone involved in the draw and audit process of the Play For Purpose game and their immediate family members that reside at the same residential address
7. Residents of Western Australian or Northern Territory are also not able to participate in Play For Purpose.

The Foundation has no restrictions on its partner organisations including the beneficial charities and sports clubs in the purchase of raffle tickets.

If a staff member from partner organisations or the beneficiary charities and sports clubs asks for information about problem gambling services or indicates a problem with their gambling, they will be referred to the National Gambling Helpline and also directed to the Foundation's management for assistance, with due respect for the privacy of the staff member.

The Foundation provides responsible gambling training and material to all staff members at its induction training.

#### 9. **Problem Gambling Support Services**

The Foundation is committed to maintaining strong linkages with problem gambling support services.

#### 10. **Customer Complaints**

A member of the public can make a complaint to the Foundation by letter or email.

##### **CONTACT DETAILS**

##### **50-50 Charity Raffle**

**Email:** [customerservice@5050charityraffle.com.au](mailto:customerservice@5050charityraffle.com.au)

**Mail:** 50-50 Charity Raffle Complaints  
c/o 50-50 Foundation  
GPO Box 1066  
Brisbane QLD 4001

##### **Play For Purpose**

**Email:** [customerservice@playforpurpose.com.au](mailto:customerservice@playforpurpose.com.au)

**Mail:** Play For Purpose Complaints  
c/o 50-50 Foundation  
GPO Box 1066  
Brisbane QLD 4001



The incident or complaint will be investigated within a reasonable timeframe and for written complaints, within 21 days.

The Foundation investigates, determines and implements a resolution, informs the complainant and the subject of the complaint (if applicable) of the conclusion in relation to the complaint and the reason for that conclusion and also logs the details of the complaint and the outcome. If the matter is resolved, no further action is taken.

If the complainant requests a review of the decision, an internal independent review is conducted, which may include the following measures:

- All material in relation to the complaint is examined.
- A discussion may be held with the complainant, the subject of the complaint, and/or staff involved with the management of the complaint.

If the complainant requests a review of the internal decision, the matter is referred by the Foundation to a member of a panel of independent mediators, for either a determination based on submitted paperwork or to arrange mediation if necessary. Costs of this process will be shared equally by the Foundation and the complainant.

Records of complaints and decisions of any review process made in relation to the operation of this Code will be held for a period of seven years and will be made available for inspection by the Minister or the Regulator on request.

## 11. **Minors**

The Foundation prohibits persons under 18 years of age from purchasing raffle tickets. Play for Purpose online players are required to confirm their identity and that they are over 18 years of age. For prize values of greater than \$50, before a prize-winner's prize is presented, the Foundation requires that the player verifies the information they provided during registration.

## 12. **The Gambling Environment**

The Foundation provides a safe environment and discourages customers from engaging in extended gambling.

Any purchase of tickets is followed by a confirmation email which includes the ability to update your subscription preferences including unsubscribing from the receipt of promotional material. Results notifications also include a link to update subscription preferences.

Staff working at the Foundation, or any other related bodies corporate, are not to encourage customers to provide them with gifts or gratuities.

## 13. **Financial Transactions**

The Foundation does not provide credit or lend money for the purchase of raffle tickets.



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The Foundation do not accept cheques from customers as payment for raffle tickets.

#### **14. Responsible Advertising and Promotions**

The Foundation ensures that, its advertising and promotions:

- a. comply with the advertising Code of Ethics adopted by the Australian Association of National Advertisers;
- b. do not represent an irresponsible trading practice or portray actions that may seem socially irresponsible;
- c. are not directed or likely to appeal (whether in terms of style, tone, content, medium, location or any other factors) primarily to persons under 18 years of age. No suggestion should be made in any advertising that anyone under the age of 18 can participate in any raffle;
- d. are not false, misleading or deceptive or in contravention of a requirement of lotteries regulations;
- e. do not implicitly or explicitly misrepresent the probability of winning a prize or suggest that winning will be a definite outcome of participation in a lottery;
- f. do not include misleading statements about odds or prizes;
- g. do not give the impression that buying lottery tickets is a reasonable strategy for financial attainment or will definitely improve a person's financial prospects;
- h. do not offend prevailing community standards and are in accordance with decency, dignity and good taste and in accordance with the Commercial Television Industry Code of Practice as in force at the time the lottery advertising is published;
- i. are not discriminatory nor appear to be patronising to any particular group;
- j. are not targeted at vulnerable or disadvantaged groups including players who have opted out of receiving promotional material or correspondence and including where people may not have a capacity to fully understand the information, such as refugees or people with intellectual disabilities. Are not directed at or provided to excluded persons;
- k. do not publish or cause to be published anything which identifies customers who have won a prize without prior consent. Do not violate the confidentiality of information relating to, or the privacy of, players without the consent of the player;
- l. do not depict or promote the consumption of alcohol while buying a lottery product;
- m. do not encourage anyone to contravene a gaming law or any law;
- n. do not suggest that skill can influence games that are games of chance; and
- o. do not encourage excessive or reckless playing.

The Foundation also incorporates the tagline on its website.

#### **15. Review of the Code**

The Code is a dynamic document and will be reviewed annually to ensure it complies with legislation and any ministerial direction.