



Gaming Policy and Enforcement Branch

GUIDELINES

Applying for a Class C Gaming Event Licence for a Fair or Exhibition

SEPTEMBER 2015

Know your limit, play within it.

For Help: 1-888-795-6111 or
www.bcreponsiblegambling.ca

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SEPTEMBER 2015 AMENDMENT

CLARIFICATIONS

Appendix A	<ul style="list-style-type: none"> The <i>Advertising and Marketing Standards for the B.C. Gambling Industry</i> has been updated to the <i>Advertising and Marketing Standards for Gambling in British Columbia</i>.
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FEBRUARY 2012 AMENDMENTS

REDUCED REQUIREMENTS

Sections: Various	<ul style="list-style-type: none"> SPECIAL NOTE: Under a pilot project ending February 28, 2013, sales periods for percentage draws, including 50/50 draws, may be as long as six months. Prior to the pilot project, ticket sales and the awarding of prizes were required to take place in one day. Specific details provided below.
Section 3.2	<ul style="list-style-type: none"> The maximum sales period for a ticket raffle has been changed from four months to six months.
Sections 3.2 and 5.2	<ul style="list-style-type: none"> Tickets for 50/50 and other percentage draws now are permitted to be sold during a period of up to six months.
Section 3.3	<ul style="list-style-type: none"> A series of 50/50 draws may be approved under a single licence.
Section 3.4	<ul style="list-style-type: none"> Tickets for 50/50 draws, as is the case for other ticket raffles, may be sold before or after the fair or exhibition is open and must be sold on at least one of the days the fair or exhibition is open to the public.
Section 12	<ul style="list-style-type: none"> The Gaming Event Revenue Report must be submitted within 90 days after the expiry of each gaming event licence. The previous requirement was 60 days.

CLARIFICATION

Section 2.2	<ul style="list-style-type: none"> Reporting known or suspected criminal activity: requirements clarified.
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1. INTRODUCTION

This document describes the process by which the Board of an approved fair or exhibition may acquire a licence to conduct and manage a gaming event in British Columbia.

Generally, for an activity to be considered gaming, the following three elements must be present:

- 'Consideration' usually means players must pay or exchange something of value to be eligible to participate;
- 'Prize' includes money or anything of value; and
- 'Chance' means the outcome is not pre-determined or determined solely by skill.

Gaming events conducted in British Columbia must be licensed by the Gaming Policy and Enforcement Branch (the branch). The Boards of approved fairs or exhibitions may be licensed to conduct and manage gaming events in accordance with Section 207(1)(c) of the Criminal Code of Canada.

To conduct a gaming event without a licence is unlawful.

2. ROLES AND RESPONSIBILITIES

2.1. What is the role of the Gaming Policy and Enforcement Branch?

The branch regulates gaming in British Columbia and ensures the integrity and lawful conduct and management of gaming in the province.

This includes issuing gaming event licences to eligible organizations and ensuring licensees comply with Canada's Criminal Code, British Columbia's Gaming Control Act (the Act) and Gaming Control Regulation, and the conditions of their licence.

The Assistant Deputy Minister and General Manager, hereafter referred to as the General Manager, is the head of the branch and responsible, under direction of the Minister, for the Administration of the Act.

2.2. What is the role of the gaming event licensee?

The Act places responsibility on the licensee for the proper conduct and management of gaming events for which they are licensed. The licensee is responsible for understanding how the Act, regulations and conditions of their licence affect the operation of their gaming event.

Licensees must comply with:

- Criminal Code of Canada;
- British Columbia's Gaming Control Act and Gaming Control Regulation;
- All other applicable federal, provincial and municipal laws; and
- Relevant conditions, standard procedures, policies, procedures and orders issued by the branch.

Under the conditions of a gaming event licence, a licensee must:

- Ensure the gaming event is conducted in accordance with the event's Standard Procedures;
- Disburse gaming funds appropriately; and
- Be accountable for its gaming funds.

While the Board of the licensee is responsible for the conduct and management of the gaming event, a licensee that could generate more than \$250,000 in gross revenue through its gaming event licence must also ensure:

- The person responsible for running the gaming event and the person responsible for gaming event finances are separate individuals; and
- Both of these individuals are registered with the branch.

The branch may also determine, upon review of an application, that other key individuals involved in the conduct and management of the gaming event need to be registered.

Section 86(2) of the Gaming Control Act (GCA) requires all licensees to notify GPEB's Investigations and Regional Operations division without delay regarding any conduct, activity or incident that may be considered contrary to the Criminal Code of Canada, the Gaming Control Act or Gaming Control Regulations, or that may affect the integrity of gaming.

Failure to meet these requirements may result in suspension or revocation of a gaming event licence, refusal of future gaming event licences and/or denial of future access to gaming grants or funds.

2.3. What is the role of a registered gaming services provider?

Your organization may contract marketing and/or management services to assist with its gaming event, as long as the contractor is registered with the branch. Where limited casinos are permitted, the event **must** be operated by a registered casino gaming services provider.

Refer to section 10 for additional information about contracting gaming services providers and registration requirements.

3. CLASS C GAMING EVENT LICENCE

3.1. What types of gaming events can be conducted under a Class C gaming event licence?

A Class C gaming event licence permits the licensee to conduct one of four types of gaming events in conjunction with an approved fair or exhibition. These gaming event types are:

- **Ticket raffles** include regular raffles, 50/50 draws, cow pie bingos, rubber duck races or other such schemes;
- **Independent bingos** are bingo events conducted during, and on the grounds of, the fair or exhibition;
- **Wheels of Fortune** operated by the licensee, or by the operator of a concession leased by the licensee, during and on the grounds or midway of a fair or exhibition; and
- **Limited casinos** are casino-type events, without slot machines, conducted during, and on the grounds of, the fair or exhibition. Not all approved fairs or exhibitions will be permitted to operate a limited casino. Where limited casinos are permitted, the event **must** be operated by a registered casino gaming services provider.

A separate licence is required for each type of gaming event being conducted. Before applying for a gaming event licence, your organization should review the Standard Procedures for the applicable event to become familiar with the rules that must be followed.

For limited casinos, your organization should contact a service provider beforehand to determine facility requirements and cost estimates.

3.2. For what length of time is a Class C gaming event licence valid?

For independent bingo, wheels of fortune and limited casinos, the gaming licence will be issued for the duration of the approved fair or exhibition only.

For a ticket raffle, ticket sales and all draws must occur within a six- month period, with ticket sales concluding sometime during the fair or exhibition.

3.3. Can more than one ticket raffle be conducted under a single Class C gaming event licence?

Yes. For a series of ticket raffles to be approved under a single licence:

- Each raffle must be of the same type with similar selling periods;
- The number of tickets being offered for sale for each raffle must be similar; and
- The price of tickets for each raffle cannot vary by more than \$10. Where ticket prices vary by more than \$10, additional licences may be required.

A one-day licence may be approved for multiple ticket raffles, where all ticket sales and draws take place on the day for which the licence is issued. In this instance:

- Each raffle must be of the same type;
- The number of tickets being offered for sale may vary; and
- The price of tickets for each raffle cannot vary by more than \$10. Where ticket prices vary by more than \$10, additional licences may be required.

A single licence may authorize 50/50 draws for any or all days of the fair or exhibition, with multiple draws being held each day.

3.4. Where can a Class C licensed gaming event be held?

For independent bingo, wheels of fortune and limited casinos, the gaming event must be held within an appropriate area or facility on the grounds of the fair or exhibition, separate from, and not adjacent to, any commercial gaming facility.

For ticket raffles tickets may be sold before or after the fair or exhibition is open and must be sold on at least one of the days the fair or exhibition is open to the public.

For 50/50 draws, ticket sales and the draw must take place on a single day at a single location on the grounds of the fair or exhibition.

3.5. Can minors participate in a gaming event, such as buying or selling raffle tickets?

Minors are not permitted to:

- Play at any Class C licensed gaming event.
- Be present at any limited casino event.

The presence of a minor in the area where bingo is being played is permitted only if the minor is:

- Under the supervision of his or her parent or guardian; or
- An employee carrying out the duties of his or her employment in the bingo area, other than as a gaming workers, and is under the supervision of his or her employer.

In all instances, the licensee must ensure minors are not encouraged or permitted to participate in any Class C licensed gaming event.

3.6. Can a gaming event be conducted where liquor is sold or consumed?

Yes, some gaming events may be conducted in an establishment licensed by the Liquor Control and Licensing Branch. In such instances, there are obligations that must be met by the liquor licensee. Please refer to www.pssg.gov.bc.ca/lclb for additional information.

3.7. Can a gaming event licence be cancelled, amended or transferred by the licensee?

Cancellation of, or amendments to, a gaming event licence will be considered by the branch if the gaming event has not commenced. Once a gaming event has commenced, an amendment cannot be considered. Cancellation of, or amendments to, a ticket raffle licence will only be considered for draws where ticket sales have not commenced.

To cancel or amend its licence, the licensee must submit a written request to the branch. The request must be signed by two signing authorities, one of which must be a Board member.

A gaming event licence may not be transferred, assigned, lent or borrowed.

3.8. Can the Gaming Policy and Enforcement Branch refuse to issue a gaming event licence, or suspend or cancel a gaming event licence?

Yes, the branch may refuse to issue a gaming event licence or may cancel, suspend for a period of time, impose new conditions on, or vary existing conditions of, a licence. The branch may also issue a warning to a licensee or impose an administrative fine within prescribed limits.

Applications for a Class C gaming event licence will likely not be considered where an organization has previously had a licence suspended or cancelled by the branch.

4. REVENUE FROM A GAMING EVENT

4.1. What is gross revenue?

Gross revenue is all monies generated through a gaming event from sales before any prize costs or expenses are deducted.

4.2. How can gross revenue from a Class C licensed gaming event be expended?

Gross revenue may be used only for:

- Reasonable costs for prizes for the gaming event;
- Legitimate expenses related to the gaming event; and
- Operation of the approved fair or exhibition (net gaming proceeds).

5. PRIZES

5.1. What prizes can be offered for winners of a licensed gaming event?

The licensee determines the value of the prizes it will offer to players participating in its gaming event. There is no minimum or maximum value required for prizes, which may be cash or merchandise.

Cash alternatives are acceptable as prizes. Cash alternatives must equal the stated market value of the prize or the amount must be fully disclosed at the time of the application.

Donated prizes are permissible and must be advertised at fair market value.

Liquor, live animals and prohibited or restricted firearms as defined in the Firearms Act (Canada), cannot be offered as prizes.

Prize costs are deducted from the gross revenue generated at a gaming event, but are not considered an expense of that event.

5.2. Must all prizes be awarded or all winnings paid?

Yes. The licensee must award all prizes and pay all winnings to the players in connection with the conduct and management of its licensed gaming events.

Prizes and winnings must be distributed to winning players at each bingo event, limited casino or wheel of fortune event.

For ticket raffles, prizes must be distributed to the winning ticket holders as soon as practicable after the date of a ticket raffle draw.

For single-day raffles, the draw must take place and the prize awarded at that day's gaming event.

5.3. Must prizes be identified or secured before a gaming event licence is issued?

A list of prizes and prize values for the gaming event must be provided with an application for a gaming licence. Applicants must also ensure prizes are secured and available for awarding before submitting the application—except for percentage based raffles, bingos, wheels of fortune or social occasion casinos. For these events, prizes are paid from the gross revenue generated at the gaming event and do not need to be secured beforehand.

Where the total fair market value of all prizes is \$10,000 or more:

- A list of all prizes must be provided, detailing the fair market value of each prize, along with the cost to the applicant for each prize.
- An applicant must prove their ownership of the prizes or, for prizes not owned by the applicant, a bond or prize guarantee must be posted in a form satisfactory to the branch. Funds in an organization's gaming account cannot be used to secure prizes; and
- An independent third party appraisal may be required for any prize that is handcrafted, a collectible or an antique prize purchased by or donated to the applicant.

6. EXPENSES

6.1. What are the eligible expenses related to a Class C licensed gaming event?

The licensee shall pay actual and reasonable expenses directly related to the conduct and management of a licensed gaming event. Receipts documenting each expense must be retained as part of the licensee's gaming records.

Expenses cannot exceed 25 per cent of the actual gross revenue, 40 per cent of the win for wheel of fortune events, or 55 per cent of the win for a limited casino. Prizes are not included in the expense percentage calculation.

As appropriate, permitted expenses include, but are not limited to:

- Advertising costs for the gaming event;
- Printing;
- Rent;
- Postage/ mailing costs directly related to the gaming event;
- Wages;
- Contract fees for gaming services providers;
- Processing fee for gaming event licence; and
- Bingo paper.

6.2. What if expenses exceed the maximum allowable percentage?

An application for a Class C gaming event licence will be returned to the applicant if planned expenses exceeds the permitted percentage.

Applications from licensees that exceeded the percentage under a previous licence will not be approved until the organization submits a written explanation of why the requirement was not met, accompanied by a plan for how the requirement will be met in future. A second failure to meet the requirement will result in refusal of future gaming event licences for at least 12 months.

7. NET GAMING PROCEEDS

7.1. How can net gaming proceeds from a gaming event be used?

Net gaming proceeds from Class C licensed gaming events must be used for costs related to the operation of the approved fair or exhibition indicated on licence application.

Eligible disbursements include, but are not limited to:

- Operational costs, including, but not limited to, items such as wages, utilities, facility rental, supplies, etc.;
- Rental or purchase of essential equipment;
- Membership fees in any BC organization that represents the licensee's interests;
- Capital acquisitions required for the operation of the fair or exhibition;
- Capital projects include construction of new facilities, renovation or maintenance of existing facilities, and property development. These types of projects must contribute to the successful operation of the fair or exhibition.
 - Projects valued at \$20,000 or more are Major Capital Projects and require pre-approval by the branch. For approval, applicants must submit a **Request for Major Capital Project Approval** form.
 - Projects with a value of less than \$20,000 do not require approval.

7.2. Is there anything for which net gaming proceeds cannot be used?

Gaming proceeds cannot be disbursed outside of the province without prior written approval from the branch.

Gaming proceeds cannot be used for:

- Costs not related to the operation of the approved fair or exhibition;
- Past debt, loan or interest payments;
- Sustaining or endowment funds; or
- Professional development of staff.

7.3. How soon must net gaming proceeds be disbursed?

Gaming proceeds must be disbursed within 12 months of their receipt. If your organization cannot disburse its funds within the required timeline, it must request approval from the branch, in writing, to retain the funds for a longer period.

8. ELIGIBILITY FOR A CLASS C GAMING EVENT LICENCE

8.1. What types of organizations are eligible for a Class C gaming event licence?

Only the Board of a not-for-profit organization operating an approved fair or exhibition within British Columbia is eligible for a Class C gaming event licence.

8.2. What makes an organization eligible for a Class C gaming event licence?

To be eligible, an organization must:

- Be operated as a non-profit organization for the benefit of the community;
- Have a record of successfully operating an approved fair or exhibition in its community;
- Own or control the grounds where the fair or exhibition takes place;
- Have board members that do not receive remuneration or other financial benefit for their services as an executive member; and
- Meet the Province's standards for financial accountability.

An organization is ineligible if it is for-profit or does not have a Board that operates an approved fair or exhibition.

8.3. What types of fairs or exhibitions may be approved by the General Manager?

To be considered for approval, a fair or exhibition must:

- Be open to the public;
- Be presented annually;
- Be of at least three days duration; and
- Include numerous competitions or displays of public interest, such as those related to agricultural, livestock, and horticultural events, or creative living contests.

8.4. What types of fairs or exhibitions will not be approved by the General Manager?

A fair or exhibition will not be approved if it is:

- Not open to the general public;
- Not operated annually;
- An event with only a single type of competition or display, such as an art exhibit or sport event;
- A commercial information and sales event, such as a trade or wedding fair; or
- A business or industry convention.

8.5. Does an organization have to be federally or provincially incorporated?

Yes. Further, an organization that is provincially incorporated or registered as an extra-provincial society must also be in good standing with the BC Registrar of Companies.

8.6. If an organization has a Class C gaming event licence, can it also receive a gaming grant?

If the Board of a fair or exhibition meets all the eligibility criteria for a Community Gaming Grant, it may submit an application for a grant or receive donations of grant funds. Grant funds must be used for only those programs meeting the eligibility requirements for grant funds.

An organization will not be approved for a gaming grant if it received more than \$250,000 in the past 12 months through its own licensed gaming activities.

9. APPLYING FOR A CLASS C GAMING EVENT LICENCE**9.1. How does an organization have its fair or exhibition approved so it can apply for a Class C gaming event licence?**

Before submitting an application for a Class C gaming event licence, the Board of the fair or exhibition must submit a Fair or Exhibition Approval Request Form to the General Manager. The General Manager may approve, approve with conditions, or reject a fair or exhibition.

Upon receipt of the General Manger's written approval, the Board may submit an Application for a Class C Gaming Event Licence for the types of gaming events permitted for that fair or exhibition.

If the General Manager rejects an approval request, the reasons for reject will be outlined in a letter to the Board. If the Board disagrees with the decision or believes the reasons to be incorrect, it may submit, within 30 days, a written request to have its approval request form reassessed. Clarifying information or documentation must be attached to the Board's written request. The General Manager will respond with the results of the reassessment within another 30 days.

Fair or Exhibition Approval Forms can be downloaded from www.gaming.gov.bc.ca and are available at any branch office.

9.2. How does an organization apply for a Class C gaming event licence?

After your organization is advised that its fair or exhibition is approved, it may submit an application for a Class C gaming event licence. An application for a Class C gaming event licence from a Board of a fair or exhibition that is not approved will be returned to the Board without being processed.

Application forms can be downloaded from www.gaming.gov.bc.ca and are available at any branch office or government agent office.

In some instances, additional information may be required before a licence can be issued. If approved, the licence will be mailed to the licensee.

Applicants for a Class C gaming event licence must submit:

- A completed Application for a Class C Gaming Event Licence;
- All required documentation; and
- The appropriate non-refundable processing fee (NSF cheques are subject to a \$20 handling fee).

Completed applications for a Class C gaming event licence must be received by the branch's Victoria office at least 10 weeks before the licence is required.

9.3. Can two or more organizations share a Class C gaming event licence?

No.

10. REGISTRATION REQUIREMENTS

10.1. Are there any registration requirements for gaming event licensees?

Yes. A licensee that could generate more than \$250,000 in gross revenue through its gaming event licence must ensure at least two persons from their organizations are registered with the branch. The branch may also determine, upon review of an application, that other key individuals involved in the conduct and management of the gaming event need to be registered.

Licensees that retain individuals or companies to provide gaming event services must ensure the service providers are registered with the branch.

For some gaming events (e.g., independent bingo), licensees are required to ensure specified gaming goods and equipment (e.g., bingo paper) are approved by the branch. These requirements are specified in the applicable Standard Procedures.

More information is available online at www.gaming.gov.bc.ca/registration/

10.2. Can a licensee contract with a company for gaming management services to assist with the conduct or marketing of its licensed gaming event?

Yes. Licensees may contract with companies that are registered with the branch as gaming services providers for the particular type of gaming event.

Where limited casinos are permitted, the event **must** be operated by a registered casino gaming services provider.

Contracts with gaming services providers cannot exceed 12 months in duration, with an option to renew for an additional 12 months at the discretion of the licensee. The contract must state the total contract value and specify the fees for services, supported by a detailed business plan.

The applicant for the gaming event licence must attach a copy of the service agreement, including the service provider's name and address.

11. ADVERTISING AND MARKETING REQUIREMENTS

To ensure gambling is represented in a responsible manner in all advertising and marketing, all licensees must comply with the Advertising and Marketing Standards for the BC Gambling Industry and as specified in the Standard Procedures applicable to the gaming event.

Licensees must meet all advertising and marketing standards, which include ensuring promotional materials:

- Contain a responsible gambling message, where required;
- Do not use minors to promote gambling;
- Are not directed primarily to minors; and
- Factually report the chances or odds of winning, when provided.

All materials must also include the gaming event licence number, as outlined in the Standard Procedures applicable to the gaming event (e.g., BC Gaming Event Licence #123456).

A gaming event must not be advertised before a gaming event licence is issued for the event.

More information about the Advertising and Marketing Standards for the BC Gambling Industry is available on the branch's website.

12. FINANCIAL ACCOUNTABILITY

Class C licensees must:

- Retain all records for the gaming event, including receipt and disbursement of gaming funds, for a period of five years.
- Maintain records that clearly show the amount and purpose of each financial transaction.
- Maintain a separate gaming account, in the organization's full name, for the exclusive purpose of receiving and disbursing gaming funds, including any gaming funds received through licensed gaming, Community Gaming Grants or donations;
- Obtain cheques for the gaming account with the organization's full name and the words "Gaming Account" imprinted;
- Ensure cheques issued against the gaming account are signed by at least two of the organization's signing officials, at least one of which must be an officer of the organization;
- Submit a **Gaming Event Revenue Report** within 90 days after the expiry of each gaming event licence; and
- Submit a **Gaming Account Summary Report** within 90 days of the end of the organization's fiscal year.

Licensees must satisfy all conditions, including reporting requirements, for gaming funds previously received before another application will be considered.

Licensees generating more than \$250,000 in gross revenue from a single gaming event licence will be audited by the branch. Other licensees are subject to periodic audits by the branch.

13. RECONSIDERATION OF A DECISION REGARDING AN APPLICATION

Decisions regarding eligibility for a gaming event licence may be subject to reconsideration by the Executive Director of Licensing and Grants Division.

To have its application reconsidered, an organization must submit a written request to the Executive Director, Licensing and Grants Division, within 30 days of notification of the decision, stating reasons for the reconsideration and providing clarifying information that may support its request. New information may be considered at the discretion of the Executive Director.

The Executive Director will conduct a thorough review to ensure the procedures, rules and conditions were applied fairly and properly, and will either vary or uphold the original decision. The written decision of the Executive Director will be sent to the affected organization or individual within 30 days of receiving a written request for reconsideration.

A reconsideration decision may be further reviewed. This involves an Administrative Review Hearing, where an independent Review Board (adjudicated by one or more persons) hears evidence and provides a written recommendation to the General Manager, Gaming Policy and Enforcement Branch. The General Manager will uphold or overturn the original decision.

The recommendation of the Review Board and the final decision of the General Manager will be mailed or delivered to all parties to the Review Hearing within 60 days.

For more information about the Internal Review process, please refer to www.gaming.gov.bc.ca/legislation-policies/docs/internal-review-procedures.pdf.

14. CONTACT INFORMATION

Head Office

Mailing address:

Gaming Policy and Enforcement Branch
PO Box 9310 Stn Prov Govt
Victoria BC V8W 9N1

Location (for courier deliveries or visiting in person):

3rd Floor, 910 Government Street
Victoria BC V8W 1X3

Telephone: 250 387-5311

Facsimile: 250 356-8149

E-mail: gaming.branch@gov.bc.ca

Web: www.gaming.gov.bc.ca

Lower Mainland Regional Office

Gaming Policy and Enforcement Branch
220 – 4370 Dominion Street
Burnaby BC V5G 4L7

Telephone: 604 660-0245

Facsimile: 604 660-0267

Interior Regional Office

Gaming Policy and Enforcement Branch
200 – 1517 Water Street
Kelowna BC V1Y 1J8

Telephone: 250 861-7363

Facsimile: 250 861-7362

Northern Regional Office

Gaming Policy and Enforcement Branch
211, 1577 – 7th Avenue
Prince George BC V2L 3P5

Telephone: 250 612-4122

Facsimile: 250 612-4130

Other Key Contacts

Audit and Compliance Division (Lower Mainland).....	604 660-0245
Investigations Division (Lower Mainland)	604 660-0245
Licensing and Grants Division (Victoria)	250 387-5311
Registration and Certification Division (Victoria).....	250 356-0663
Complaint Coordinator	604 660-5010



**ADVERTISING AND MARKETING STANDARDS
FOR GAMBLING IN BRITISH COLUMBIA**

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 B.C.

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.

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 tele-theatre outlets.

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

All advertising related to gambling is expected to abide by provincial standards of conduct as outlined in this document. Furthermore, organizations are expected to abide by any additional marketing and advertising standards published in relevant Gaming Policy and Enforcement Branch standard procedure documents.

Objectives

- To ensure gambling is represented in a responsible manner in all advertising and marketing.
- To ensure that targeted media campaigns enhance public awareness of both responsible and problem gambling issues and services.

Advertising and Marketing Standards

Any advertising or marketing of a gaming event or scheme must be displayed in compliance with applicable laws and policies and must not be immoral or obscene in any way. Any depiction of a dominant characteristic of which is the undue exploitation of sex, or of sex, and any one or more of the following subjects, namely, crime, horror, cruelty and violence, shall be deemed to be obscene.

In cases not specifically covered in this document, it is expected that the spirit of the requirements will be followed.

Responsible Gambling

- Advertising and marketing materials must, as deemed reasonable and appropriate by GPEB, contain a responsible gambling message. Questions related to reasonable and appropriate messaging should be directed to GPEB's Director, Responsible and Problem Gambling.
- The Province's responsible/problem gambling materials and information about how a problem gambler may obtain help must be easily visible - in high traffic areas of gaming facilities, on electronic media pages such as PlayNow.com where gambling is promoted, at locations where gaming products are being sold, or (when requested) at licensed gaming events.
- Responsible and problem gambling messaging must reflect the demographic targeted by the advertising and marketing materials/activities. Responsible and problem gambling messaging must be presented in the same language as the language of the advertisement.
- 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, practice and experience, individually or together, can ensure a positive outcome;
 - Knowingly depict inappropriate use of the product(s) or be placed in, or adjacent to, other media that depict inappropriate use of the product(s); or 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 through relatively accessible means.
- 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 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 in television or radio programming whose primary audience is expected to be minors; or
 - Contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors.

Issued by:

John Mazure, General Manager
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