



**NATIONAL
LOTTERY**

**ADVERTISING AND PUBLIC
RELATIONS
CODE OF PRACTICE**

NATIONAL LOTTERY[®] CONTACTS

For all enquiries, complaints or Game information; phone, e-mail, or write to the National Lottery at:

- Players' 'HelpLine' 0800-777 777 Toll Free
- Postal Address: Gidani (Pty) Ltd
Private Bag X130
Halfway House
Midrand, 1685
- E-mail: info@gidani.co.za
- Website: www.gidani.co.za

NATIONAL LOTTERY[®] OFFICES

Head Office - Gauteng:

Former Nashua Building
Stand 405, Halfway House extension 32
Old Pretoria Main Road
Halfway House
Midrand

Mpumalanga Regional Office -Witbank:

Ground Floor, Unit 2
Stand 4093, Corner Frans and Susana Streets
Witbank Extension 33
Witbank

North West Regional Office - Klerksdorp:

Shop 1B,
West End Shopping Centre,
51 Leask Street,
Klerksdorp

Kwazulu Natal Regional Office - Durban:

Ground Floor,
92 Armstrong Avenue,
La Lucia Ridge,
Durban

Western Cape Regional Office - Cape Town:

51 Wale Street,
Cape Town

Eastern Cape regional Office - Port Elizabeth:

89 Cape Road,
Port Elizabeth.

Free State Regional Office - Bloemfontein:

Shop C01
Middestad Shopping Centre
Westburger Street
Bloemfontein

TABLE OF CONTENTS

TABLE OF CONTENTS	4
1. INTRODUCTION	5
1.1 Scope of the Code	5
1.2 Other Controls.....	6
1.3 Definitions	7
2. BASIC PRINCIPLES	8
2.1 General Provisions concerning Style, Content, etc.	8
2.2 Under 18s.....	9
2.3 Inappropriate target markets and audiences	10
2.4 Information	10
2.5 Advertising with Third Parties	11
2.6 Promotions by Gidani: Winner Publicity.....	11
2.7 Ticket Sales	11
3. PUBLIC RELATIONS	12
3.1 Winners	12
3.2 NLDTF Beneficiaries.....	12
3.3 General	13

1. INTRODUCTION

This Advertising and Public Relations Code of Practice is designed to ensure that advertising and public relations communications make a positive contribution to ensure that:

- the National Lottery is efficiently run, and that every lottery that forms part of it is promoted, with all due propriety, and
- the interests of every participant in a lottery that forms part of the National Lottery are protected, and
 - subject to these aims being met;
 - the net proceeds for the Good Causes are as great as possible.

The Code contains general provisions concerning style and content, the necessary procedures for avoiding the promotion of the National Lottery to under 18s and safeguards to ensure that players are not exploited in the promotion of the National Lottery.

1.1 Scope of the Code

This Code of Practice regulates the Advertising and Public Relations activities in support of all Lotteries run under the Lotteries Act No. 57 of 1997. The rules apply to:

- Television Commercials
- Radio Commercials
- Press advertisements
- Outdoor advertising (for example, all types of posters including street signs, buses, taxis, and escalator panels)
- Promotional materials (such as leaflets used for direct mail purposes, included in publications as inserts, or distributed or exhibited at the points of sale)
- Participant and Retailer incentive promotions
- Public Relations activities, including features, case studies, editorials, advertorials, speeches, presentations, photo shoots, press packs, reports, etc.
- Cinema Commercials
- Sponsorships
- Materials and merchandise produced in the course of running and marketing the National Lottery (e.g. lottery tickets, promotional prizes, spin-off merchandise,

etc)

- Any other means of advertising, promoting, marketing or publicizing the National Lottery or any connected activity.

1.2 Other Controls

This Code complements the existing rules for advertising in the Republic of South Africa. In this respect, it should be applied in conjunction with appropriate laws and industry regulations. Particular attention is drawn to all codes, rules, classifications or rulings of the Advertising Standards Authority (ASA), the Independent Broadcasting Authority, as well as the Publications Act, 1974 (Act No. 42 of 1974), and the Films and Publications Act, 1996 (Act No. 65 of 1996). Note should also be taken of relevant statutory provisions including those relating to consumer protection, contract law, intellectual property, prevention of corruption and advertising law generally. The provisions of the Lotteries Act No 57 of 1997 should also be strictly adhered to as well as the License to operate the National Lottery.

The provisions of these various laws and regulations relate directly to the advertising and promotion of National Lottery and its constituent games. For the sake of brevity, they are not reproduced in this Code, but should always be considered and strictly adhered to.

If there is any doubt about the application of such laws and regulations, legal advice should be obtained. If there is any doubt concerning the interpretation of this Code, the National Lotteries Board should be consulted at the earliest opportunity and in any event before any activity is committed to.

1.3 Definitions

Advertising:	Any form of advertising, promotion, marketing or publicizing of the National Lottery, including in particular those set out in the Scope of the Code above (paragraph 1.1).
The National Lottery:	The National Lottery and every constituent game (and any lottery ancillary activities)
The Act:	The Lotteries Act No 57 of 1997
NLDTF:	National Lottery Distribution Trust Fund
Public Relations:	Any form of editorial, advertorial, publicity promotion or publicity generated without any cost to Gidani or the National Lottery for the National Lottery.

2. BASIC PRINCIPLES

2.1 General Provisions concerning Style, Content, etc.

- Advertising and Public Relations communications should be legal, decent, honest and truthful.
- Advertising and Public Relations communications should be prepared with a sense of responsibility to the National Lottery games' participants and in no way offend prevailing community standards.
- Advertising and Public Relations communications should clearly promote the entertainment value offered in National Lottery Games and not suggest that winning the games of the National Lottery is anything other than a matter of chance.
- Advertising and Public Relations communications should clearly present the odds of winning and prizes on offer and in no way, implicitly or explicitly, misrepresent the probability of winning a prize.
- Advertising and Public Relations communications, where appropriate, should incorporate positive responsible gaming messages.
- Advertising and Public Relations communications should not encourage excessive or compulsive playing.
- Advertising and Public Relations communications should have the consent of the person prior to publishing or causing to be published anything which identifies a person who has won a prize.
- Advertising and Public Relations communications should not exploit an individual's financial anxieties.
- Playing the National Lottery should not be presented as an alternative to work, or as a way out of financial difficulties.
- Advertising and Public Relations communications should not be of an overtly religious or political nature. In particular Advertising and Public Relations communications will promote the contribution of the NLDTF to the increase of the social welfare, but will not suggest, expressly or implied, that the money distributed by the NLDTF should in fact have been provided by the Government or any other source.
- No reference should be made or otherwise implied in any Advertising and Public Relations communications to:
 - Tobacco consumption
 - Prescription-only pharmaceuticals consumption

- Alcohol consumption
- Any other forms of gaming or betting.
- Bank notes should not be represented without compliance with the appropriate regulations of the South African Reserve Bank.

2.2 Under 18s

- No Advertising and Public Relations communications should be practiced in a way (whether in terms of style, tone, content, location or any other factors) that could be appealing to ages below 18, or commercially communicated in a way that could be perceived as addressing to ages below 18.
- No Advertising and Public Relations communications should appear in media directed primarily to people under the age of 18 years, or in media where most of the audience is reasonably expected to be people under the age of 18 years.
- No Advertising and Public Relations communications should feature or contain any characters, real or fictitious, cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers, who are likely for any reason to appeal to or influence people under the age of 18 years.
- No suggestion should be made in any Advertising or Public Relations communications that anyone under the age of 18 can participate in the National Lottery and its constituent games. In this respect, only actors and actresses who are and appear to be older 18 years should be shown as the main character of any National Lottery advertising or Public Relations communications.
- No Advertising or Public Relations communications should be designed or be likely to exploit the desire of people under the age of 18 years to appear more mature or sophisticated.
- No Advertising or Public Relations communications should be designed or be likely to lead people under the age of 18 years to persuade or pressure their parents to participate in the National Lottery games.
- Outdoor advertising should, as far as possible, not appear in displays that are directly adjacent to schools or other primarily youth-oriented locations
- Prominent signs and appropriate point-of-sale material should be distributed and placed to all retail outlets indicating that only citizens over the age of 18 years are able to participate.
- All application forms in connection with promotional activities must contain a confirmation that the applicant is 18 years old or older.

- Gidani will, so far as is possible, secure that databases and other records compiled for the purposes of Advertising will not contain any references to, or details of, persons under 18 years old.
- Include “No under 18 play” logo whenever possible and appropriate.

2.3 Inappropriate target markets and audiences

- Overall, Advertising and Public Relations communications should not concentrate on depicting situations associated by the public with a particular social class or category and should not be placed in media in such a way as is likely primarily to attract the attention of, or influence, a particular social class only.
- Furthermore, Advertising and Public Relations should not exploit the vulnerable groups such as, young, immature, differently abled with mental or social incapacity, or people of any particular sex, class, race, religion, region or people falling into any other recognizable social category.
- In order to ensure this, actors and actresses engaged to feature in Advertising and Public Relations communications should represent a wide variety of different social groups.

2.4 Information

- All advertising material (in press, television, cinema, radio, outdoor and general promotional material) will feature the National Lottery name and/or the National Lottery logo.
- Where practical it will be advertised clearly that further details about the National Lottery are available from authorized National Lottery Retail Outlets. Such details will include contact details for the Players’ ‘HelpLine’ who can deal with any queries or complaints.
- Furthermore, advice will be sought on a case-by-case basis from the appropriate authorities as to whether further or more detailed information should be included.
- All information must be true; it must be complete, accurate and up to date. It must be capable of independent verification. In particular, information as to chances of winning and the amount or nature of prizes must not be misleading in any way.
- Lottery tickets will be of an appropriately high quality and will be of a suitable nature. The price of the National Lottery games will be clear in the respective tickets and in all related Advertising materials.

2.5 Advertising with Third Parties

Where sponsorships or merchandising arrangements, co-promotions and any other advertising with any third parties are conducted, particular care will be taken to ensure:

- That the products, services or third party company or organisation should not detract from the quality image of the National Lottery;
- That the particular product or service is of a suitable nature, considering the status, image and principles of the National Lottery, the provisions of this code and any other relevant factors;
- That the relevant legislation and industry codes, which apply to the advertising of the relevant product or service, are considered and strictly adhered to.

2.6 Promotions by Gidani: Winner Publicity

Where Gidani is the sole initiator of a promotion promoting the National Lottery and in which entrants can win prizes, Gidani may make it a condition of entry that winners agree to take publicity only if:

- entry into the promotion does not constitute entry into a game forming part of the National Lottery, and
- no prizes to be won in the promotion constitute prizes in a game forming part of the National Lottery.

2.7 Ticket Sales

No National Lottery tickets will be given away or sold for less than the full cover price unless payment of the full price has been made, whether by Gidani or another person.

3. PUBLIC RELATIONS

3.1 Winners

- The names, addresses and any other details that may lead to the identification of winners (whether as individuals or as part of a group) and their families must be kept strictly confidential and must not be made available by a Licensee or its contractors, suppliers or retailers to any third party without the written consent of the relevant winner.
- No advertising or public relations should feature or make any reference whatsoever to actual named individual winners of the National Lottery without first obtaining the written consent of that winner.
- When requesting consent it will be made clear to the winner what will be involved in the Advertising or Public Relations activity, for example by means of sketches, scripts, earlier examples of advertising, or draft press releases.
- In the event that a winner subsequently decides that he or she does not wish to be featured in Advertising or Public Relations, this request will be honored as far as is reasonably possible, notwithstanding that approval has been obtained.
- No payment will be made to winners for participating in Advertising or Public Relations.

3.2 NLDTF Beneficiaries

- Public Relations material will not suggest, expressly or implied that funds distributed by the NLDTF are any form of compensation for any lack of resources from other sources.
- Public Relations material will not suggest, expressly or implied that beneficiaries of the NLDTF are in urgent or desperate need of those resources.
- Public Relations material will not suggest that any monies raised by the National Lottery are a replacement for any direct contributions to the following causes as specified under the Act: -
 - i. Reconstruction and Development
 - ii. Charities
 - iii. Development of Sport and Recreation
 - iv. National Historical, Natural, Cultural and Architectural Heritage
 - v. Other areas as approved by The Minister of Trade and Industry

3.3 General

Gidani will ensure that corporate advertising and public relations communication initiated by them does not misrepresent or convey any misleading impression as to their role as operator of the National Lottery. Gidani will ensure that communications required under the terms of their licence are not used as a vehicle for corporate publicity. They will also use their best endeavours to ensure that the media and other third parties represent their role correctly. They will not, for instance, seek to associate the corporate name, image or logo of Gidani, in advertising or public relations activities with the National Lottery, in a way which does not specify their role, or suggest that they own the National Lottery name, the National Lottery Logo, or the games' Logos. In general, Gidani ensures that:

- Public relations activity will be conducted in a manner, which is consistent with the reputation and aims of the National Lottery.
- No activity will be undertaken which is likely to lead to hostile media coverage.
- Gidani will ensure that no unsolicited telephone calls, or facsimile transmissions are made in connection with the advertising of the National Lottery or its constituent games, or with a view to encouraging the purchase of tickets.