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24 February 2021

Sarah James

fyi-request-14546-b977e005@requests.fyi.org.nz

Dear Sarah,

OFFICIAL INFORMATION ACT REQUEST

I am writing in response to your OIA request which was received by Lotto NZ on 26 January 2021.

Your request was as follows:

It has been reported that Lotto NZ is partnering with Six60 for a scratchie ticket. Lotto NZ is quoted as saying: "When developing any new Instant Kiwi ticket, Lotto NZ follows a robust established process to ensure all tickets are designed in accordance with both internal and industry standards of best practice. This includes strict guidelines regarding advertising placement, with all Instant Kiwi advertising targeting only those over the age of 25.

Under the OIA, could you please advise what the established process is. In addition, could you please provide a copy of any document (including any internal email) that includes a market assessment or analysis of Six60's market audience or fan base (e.g demographics).

Lotto NZ's response:

1. It has been reported that Lotto NZ is partnering with Six60 for a scratchie ticket. Lotto NZ is quoted as saying: "When developing any new Instant Kiwi ticket, Lotto NZ follows a robust established process to ensure all tickets are designed in accordance with both internal and industry standards of best practice. This includes strict guidelines regarding advertising placement, with all Instant Kiwi advertising targeting only those over the age of 25.

Under the OIA, could you please advise what the established process is.

Lotto NZ has an established Harm Minimisation Committee (the HMC) who assess all Lotto NZ games and marketing communications to ensure that the responsible gaming principles for developing, marketing and retailing of all Lotto NZ games and media are adhered to. The HMC consists of senior representatives from around the business who meet twice weekly to assess all submitted content.

When reviewing submissions, the HMC follow a set of internal Harm Minimisation guidelines which includes ensuring all products, marketing and communications are not directed at or

have strong appeal to minors, while also ensuring compliance with the following codes and legislation:

- Advertising Standard Authority Standards (ASA) Standards Code
- ASA Code for Advertising, Gambling and Gaming
- ASA Children and Young People's Advertising Code
- Gambling Act 2003
- Gambling, Fair Trading, Commerce and Consumer Guarantees Acts

When Lotto NZ's Instant Kiwi Product team are considering a new ticket idea or partnership, the idea is first submitted to Lotto NZ's Harm Committee. Once the idea is approved, a concept of the ticket (front and back) is created and presented to the HMC for feedback and approval to progress further. If approval is granted, the team will then proceed with the game design before presenting the final ticket design to the HMC for review. Throughout this process, the HMC can ask questions or request changes be made before any approval is provided.

We can confirm that this process was followed on this occasion for both the Instant Kiwi SIX60 Scratchie, and all external facing marketing collateral prepared in relation to the partnership.

Instant Kiwi is an age-restricted product, with only those aged 18 years or over able to purchase or play Instant Kiwi games. At all times, Lotto NZ is focused on ensuring all Instant Kiwi tickets and marketing are of primary appeal to those aged 25+.

2. In addition, could you please provide a copy of any document (including any internal email) that includes a market assessment or analysis of Six60's market audience or fan base (e.g demographics).

Find attached the requested documents. Please note that we have only included information that is relevant to your request, so some redactions have been made where the information or attachments were out of scope.

Please contact me if you require any further clarification of this information on 027 310 6801.

Yours sincerely

Leah Bennett
Communications Advisor
Lotto New Zealand