

LOCAL AREA MARKETING (LAM) VENUE GUIDELINES AND CONSEQUENCE FRAMEWORK

Purpose

The following document sets out the promotional guidelines for TAB venues with relation to Local Area Marketing (LAM) Promotions, and the consequence framework for any non-compliance with these guidelines. The consequence framework is non-exhaustive, and TAB may take any action in accordance with the agreement between the relevant Tabcorp entity and the Venue.

Venue Guidelines

All participating venues must comply with the below guidelines. Failure to comply with these guidelines may impact the venue's eligibility to participate in future LAM Promotions.

- **Conditions of Entry** – You must read, understand and comply with the promotional details as set out in the ***TAB LAM Promotion Terms & Conditions ("Conditions of Entry")***. This provides detail on the minimum bet cost, eligible games/events, promotional period, prize details, prize draw details, unclaimed prize details and the winner selection process. Promotional details may vary from venue to venue.
- **Eligible entrants only** - You must only allow eligible entrants to participate in the Promotion. Ineligible persons will not be eligible to take part in the Promotion and, where identified, venue staff should refuse to allow these persons to participate. Ineligible persons are set out in the ***Conditions of Entry***, and includes:
 - Directors, officers and employees of the Venue, Tabcorp and its related bodies corporate including immediate family members and contractors who are associated with the Promotion;
 - Minors;
 - Problem gamblers;
 - Persons who have previously engaged in fraudulent behaviour (with respect to the Tabcorp or otherwise);
 - Self-excluded patrons;
 - Involuntarily excluded patrons;
 - Directors or management of a corporate bookmaker; and
 - Customers who have previously been excluded from promotions (including promo offers, bonus bet, cash back and trade promotions) conducted by Tabcorp.
- **Use of personal information** – You must read, understand and comply with the terms relating to use of personal information / marketing as set out in the ***Conditions of Entry***.
- **Promotion of winner** – The details of the winner will be published by Tabcorp on the landing page. You must not publish details of the winner on any social media or email.
- **AML / CTF Obligations** – You must continue to uphold and comply with AML/CTF obligations including reporting of large transactions, suspicious matters, credit betting, etc.

If you have any additional queries or concerns regarding the Promotion, please contact your venue's designated Wagering Sales Executive.

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Consequence Framework

The below table outlines the consequence framework for failure(s) to comply with the LAM venue guidelines. Tabcorp may take any other action in accordance with the agreement between the relevant Tabcorp entity and the Venue.

All necessary actions including the preparation of relevant notification(s) or removal of a venue from the Promotion will be carried out by the CRM team. All communications to the venue will be made in writing by the venue’s Wagering Sales Executive to the Venue Manager.

Non-Compliance Incident	First Offence	Second Offence	Third Offence
Failure to comply with approved prize list.	Written warning advising venue of the breach and future consequences.	Refer to CRM team to determine venue’s future eligibility to participate in the Promotion. CRM team will make a determination based on nature of the breach.	Venue removed from participating in the Promotion.
Failure to identify and refuse entry into the Promotion for an ineligible customer, where it is reasonable for the venue to have identified such individuals. This includes but is not limited to venue staff and family members.	Written warning advising venue of the breach and future consequences.	Venue removed from participating in the Promotion.	

If you have any additional queries or concerns regarding consequences of non-compliance with venue guidelines for the Promotion, please contact your venue’s designated Wagering Sales Executive.

Document Control

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