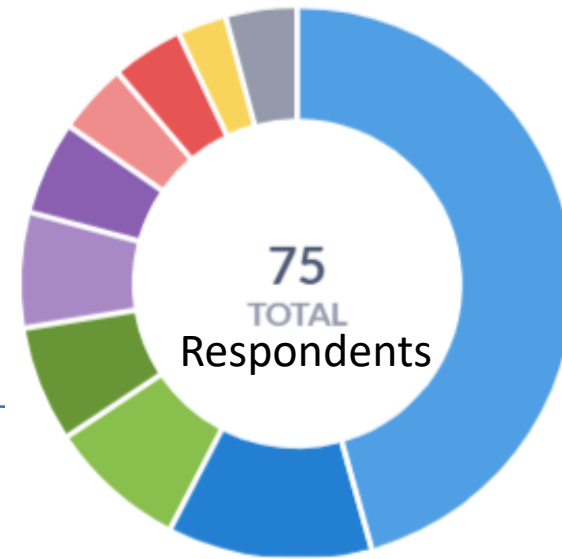


## **Responses to BGLC Public Consultation**

**Proposed Marketing & Advertising  
Guidelines for Gambling & Gambling  
Related Products**

# E-Survey Stats



● A member of the public	46.67%
● A teacher	12.00%
● A person representing an advertising/marketing agency or advertising association	8.00%
● A person representing a charity/non-profit, including churches	6.67%
● A person representing a licensed gambling operation	6.67%
● A person responding in a personal capacity who is or has worked in a gambling busi...	5.33%
● A person representing a Ministry of Government	4.00%
● An academic, responding as an individual	4.00%
● A person representing the BGLC	2.67%
● Other	4.00%

# E-Survey Stats

## Organisations Represented

Ministry of Education

Ministry of Justice

 Coral Cliff/Island Entertainment

Jayvegas Ltd

Country Manz Endz

Yahman Technology Ltd.

Sizzling Slots

Premium Landmarks Ltd

Everglade Farms 

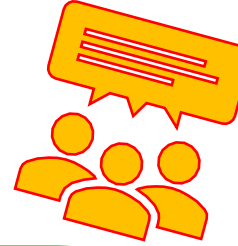


- Choices Career & Education Advice
- Excelsior Primary School
- JCF
- RJR communication Group



# E-Survey Stats

## Written responses received from:



### 1.) The Fair-Trading Commission requesting that:

- Material information be prominently placed and clear and easily identified
- Should not be “buried in fine print or otherwise hidden or made less visible”
- Requesting that all gambling advertising communication comply with **Section 37 of the Fair Competition Act**, which prohibits false or misleading advertising

#### ALSO

- Proposing an amendment to section 22(4) of the **BGLA**: remove the word “ethics” and replace it with “should not be in breach of any provisions of the FCA”

### 2.) Advertising Association of Jamaica requesting:

- collaboration/inclusion in the process
- a separate meeting with us



# Question 1

To what extent do you agree with the proposal to introduce a new advertising and marketing standard for gambling and gambling related products?

QUESTION1		
● Strongly agree	27	36.00 %
● Agree	36	48.00 %
● Neither agree nor disagree	9	12.00 %
● Strongly disagree	3	4.00 %
= Total	75	100 %

“I think a new advertising and marketing standard will help to guide and regulate the users of the space and safeguard the vulnerable.”

## Give reasons for your response

- “Because a lot of people lose money and it’s hard to make money in the long run. But gambling in general is not bad if you know what you are doing to make money.”
- “For the protection of children and to not mislead the public in any way”
- “An advertising code of conduct would be helpful as long as it is simple to understand and easy to comply with and does not stifle the creativity of the gaming industry.”

“Potentially addictive and demonstrably damaging industry that requires regulation”

## Reasons for Response of Ques. 1, con'td

“We must act now or we might lose the opportunity to get to our youths , who is being seriously impacted. Children are gambling too often and not going to school. ”

“ I agree that advertising communication in relation to gambling should take into consideration people under age as well as problematic gamblers, however, I don't share the view that imagery that portrays a possible outcome as a result of the success of gambling should be banned. Gambling can reap real rewards that can improve one's physical appearance, as well as change one's financial status in a positive way and inevitably will boost one's self-esteem to being cool, also bear in mind that cool and sexy are also subjective to one's perception. So while I share the concern, I am cautious about how we go about that. I think an approach could be one that requires gambling institutions to implement a campaign that speaks to the dangers of gambling if abused or if not legal to do so. To take away the possibilities from the success of gambling as a pull which is not false might not be the best way forward.”

“ Gambling in many instances can lead to addictive behaviour Addictive behaviour such as gambling can be detrimental to the structure of the family, the household and the individuals themselves Addictive behaviour can be very difficult to be addressed in individuals especially young persons who may descend into aggressive, belligerent behaviour (sometimes ending in tragedy to the individual (s) and/or member(s) of the family) Unfettered gambling habits may encourage individuals to... ”



## Reasons for Response of Ques. 1, con'td

“I believe it is imperative that all advertising be subject to common standards across all products and services. It is vitally important that the promotion of any and all games of chance (gambling) be subject to stringent controls for the protection of the most vulnerable members of society including children and persons who are at risk.”

“I do agree we should have regulations that govern advertising and marketing for the gambling industry, however the focus should be to protect any overexposure to underage persons, i.e. advertising during peak times that children may be watching TV or attending an event for children, publications focused for children or adverts in school yearbooks. The regulations should not be so restrictive it does not allow establishments to advertise to their age-appropriate target group.”

“Misleading advertising and promotion can lead persons to engage in dysfunctional and personally harmful behaviours”.

“Can influence minors who may then turn to unregulated gambling avenues since the regulated sector would not permit them. This can lead to some very unfortunate consequences. Can create an impression to the immature gamer that gambling is a guaranteed get rich quick option which it is not.”

# Question 2

**To what extent do you agree with the proposal to introduce new rules requiring all content to include clear messages about age and responsible gambling information?**

QUESTION2		
● Strongly agree	49	65.33 %
● Agree	18	24.00 %
● Neither agree nor disagree	6	8.00 %
● Other	2	2.67 %
= Total	75	100 %

## Give Reasons for your response....

“There is a strong media presence from (especially) lottery promoters during hours when children would most likely be watching TV or be listening to the radio. The proliferation of these ads normalises gambling from a young age.”

“I believe that gambling can be addictive, so guidelines and boundaries need to be set.”

“I strongly believe people should know the risk of things before hand so there's no one to blame when things go south.. And it's a great idea to advise them to seek help if they can't stop.”

“Because younger persons should not be exposed to this content early, as they do not understand the risk of participating in such activities.

“There is currently zero mention of addiction and repercussions etc”



# Question 4

To what extent do you agree with the proposal to introduce rules requiring customers to be provided with accurate information about prizes, chances of winning, significant terms for bonuses, and promotions in advance of taking part?

QUESTION4		
● Strongly agree	44	58.67 %
● Agree	18	24.00 %
● Neither agree nor disagree	9	12.00 %
● Disagree	2	2.67 %
● Strongly disagree	2	2.67 %
= Total	75	100 %

## Give reasons for your response

“I think that people are more attracted to the chance of winning regardless of the odds and I am not sure this is an effective means of deterring negative activity. I think we should be truthful in our advertising but I do not think knowing the odds will change gaming behaviour.”

“This information is provided to the gamers by all established gaming institutions. The issue is with awareness about the gambling activity itself and not so much the finer details.”

“While i agree, this need not be part of the promotional material but should be readily accessible via the promoting company's website (for example).”

“The consumer has a right to know.”

# Question 5

To what extent do you agree to the change in the time of the lottery draw to later in the evening to reduce the number of children and youth being unnecessarily exposed to gambling related content?

QUESTIONS		
● Strongly agree	28	37.33 %
● Neither agree nor disagree	20	26.67 %
● Agree	13	17.33 %
● Disagree	10	13.33 %
● Strongly disagree	4	5.33 %
= Total	75	100 %

“Changing the time won't change anything. They pass the shops in the street either way.”

## Give reasons for your response

“Changing the time is one thing, creating an app that is accessible to only persons who gambles for them to receive that winning number etc could work as well they could have their own password to enter.”

“people too young to gamble should not be exposed to messages promoting gambling”

“Children and youth are less engaged on the television during the late night hours on average than during the day. This would mean that allowing the lottery draw to be late at night would reduce the engagement of children and youth.”

# Question 6

To what extent do you agree to new measures limiting billboards close to schools and colleges from displaying and advertising gambling and gambling related products?

QUESTION6		
● Strongly agree	34	45.33 %
● Agree	20	26.67 %
● Neither agree nor disagree	18	24.00 %
● Disagree	3	4.00 %
= Total	75	100 %

“Whether or not billboards are near schools or colleges the students are going to come in contact with the ads elsewhere. What is the chief problem is the government giving permission to promote gambling. In days gone by gambling was illegal, people had to hide to participate in these activities.”

Give reasons for your response

“Some control should be in place regarding placement of Advertisements.”

“I agree because this would give children less access to information of gambling”

“advertising gambling close to a school send the wrong message”

“Because this might encourage teenagers to engage in gambling activities”

“It doesn't matter where the billboards are they will still see it because they are going to other than school.”

# Question 7

To what extent do you agree to new measures limiting gambling brands from sponsoring events where children and youth form a significant portion of the audience?

QUESTION7		
● Strongly agree	34	45.33 %
● Agree	14	18.67 %
● Disagree	12	16.00 %
● Neither agree nor disagree	12	16.00 %
● Strongly disagree	3	4.00 %
= Total	75	100 %

## Give reasons for your response

“ They need to give back some of what they conned us out of.”

“Although we want to limit over- exposure, all of youths depend on sponsorship from said brand.”

“Don't think it's an issue”

“I agree because sponsoring such events may contribute to the normalization of gambling activities, potentially leading to unhealthy attitudes and behaviours.”

“This is Jamaica and we all know that sponsorship is key to a successful event”

## Reasons for Response of Ques. 7, con'td

“My strong agreement with the measures to limit gambling brands from sponsoring events where children and youth are a significant part of the audience aligns with the aim of safeguarding young individuals from potential exposure and influence. Such measures contribute to responsible advertising practices and help protect vulnerable demographics.”

“This is direct marketing and influencing. Additionally, with in-person interaction in booths and with representatives this is probably the most impactful form of promotion and advertising. Definitely should be sanctions to police this form of direct contact.”

# Question 8

To what extent do you agree to new measures aimed at restricting the promotion of gambling brands on merchandise, particularly in cases where children and young individuals constitute a substantial portion of the customer demographic?

QUESTION8		
<input checked="" type="radio"/> Strongly agree	33	44.00 %
<input type="radio"/> Agree	27	36.00 %
<input type="radio"/> Neither agree nor disagree	13	17.33 %
<input type="radio"/> Other	2	2.67 %
= Total	75	100 %

“I agree. If children form a greater percentage of the targetted demographic then there should be restrictions in advertising on those promotional materials.”

## Give reasons for your response

“At least they won't advertise it in the presence of children when your try to hinder them from it.”

“I believe that nothing to do with gambling should be affiliated with children, so that should be great”

“I believe the regulatory body has done sufficient to curb underage gambling based and my observation. The operators should be held accountable for any breach.”



Thank You.

