

## Responsible Play Information for New Zealand Lottery Players



Lotto New Zealand has recently revamped their Have Fun, Play Responsibly brochures to reflect its new branding and ensure its players are receiving relevant and useful information about responsible gaming.

These brochures form an essential part of Lotto NZ's commitment to Responsible Play, which is all about ensuring players are informed, having fun and know their limits. As a result, the new brochures are filled with useful information to ensure customers enjoy playing Lotto NZ's games.

Lotto NZ has included a wide range of information in these brochures including full details of the odds of their games, so players understand exactly what the chances of winning are. The brochures also contain important information about problem gambling, including the warning signs to look out for and details of where to go for help should someone have a problem with gambling.

Recognising that New Zealand is a multi-cultural environment with strong Asian communities, Lotto NZ has also translated these brochures into both Mandarin and Korean. These brochures were distributed to stores identified as having a strong link to Chinese and Korean communities to ensure these communities also had easy access to Responsible Play information.