

BCLC Action Plan to Further Prevent the Sale of Lottery Products to Minors - December 2013

Between April 28, 2013 and January 1, 2014 the Gaming Policy and Enforcement Branch (GPEB), Investigations and Regional Operations Division conducted an enforcement investigation that found a number of lottery retailer locations throughout the province sold lottery products to contracted minors.

In November of 2013 GPEB shared the preliminary results of their investigation and requested that BCLC develop an action plan to address the situation. In response, BCLC delivered the following action plan to GPEB in December 2013. As of March 2014 BCLC activated all of the items on the action plan.

BCLC Action Plan to Further Prevent the Sale of Lottery Products to Minors

First, BCLC reviewed the current activities in place to prevent the sale of lottery products to minors. This helped inform our next steps and identify key areas for improvement. Following this, BCLC developed an action plan that will launch in January 2014 and be fully implemented by March 2014.

We recognize there is an opportunity to further educate the retailer and customer on the rules around lottery sales in British Columbia. We believe the new activities outlined below address GPEB's recommendations and support retailers and players in working together to prevent the sale of lottery to minors.

Current State

The following 19+ age restriction activities are currently executed in the network:

RETAILER FACING:

- All lottery retailers are required to complete the BCLC Lotto Certification Course within 60 days after employment. BCLC maintains a reporting database to monitor Lotto Certification completions.
- Retailer communication channels, such as the Retailer e-Bulletin and the Retailer Monthly Leave Behind, regularly include 19+ messaging as part of a responsible gambling and GameSense focus.
- Each time a retailer signs onto the lottery terminal, a Sign-On-News Message is printed. Compliance messaging is included on the Sign-On-News Message through a regular rotation and includes the 19+ reinforcement messaging.
- BCLC's Lotto Express partners provide an Age Verification feature on their proprietary equipment (ie: Overwaitea Food Group's POS screens).

PUBLIC FACING:

- The Public Display Unit (PDU) includes GameSense 19+ messaging across the bottom of the screen at all times.
- On the back of all lottery tickets, there is a signature requirement validating the legal holder of the ticket is 19 years of age or older.
- For some holiday Scratch & Win tickets, 19+ messaging appears on the front side. This is in support of GameSense and to discourage giving lottery tickets to minors.
- All Scratch & Win ticket display cases include 19+ messaging across the front of the trays. Display cases are shipped with the messaging pre-installed.
- All player facing point of sale posters maintain the responsible gambling GameSense bar with the 19+ logo.

Action Plan

The following activities will be executed by March 2014 in response to the five GPEB Recommendations and to further enhance 19+ messaging and enforcement at retailers across B.C.

RETAILER FACING:

- Letter from the VP of Lottery Sales
 - Mailed to all Lottery Retailer Agreement signatories, including Retail Network, Retail Sales Group, Hospitality Network and Liquor Retail Stores (Completed November 2013).
- BCLC Key Accounts Managers sent a directive email to the head offices of key retail accounts (ie: 7-11, Esso, Shoppers Drug Mart, etc) reinforcing 19+ rules and expectation of retailers to ask for ID from anyone appearing under the age of 25 (Completed October 2013).
- Lottery terminal home screen message
 - An age verification message 'Must be 19+. Ask for ID.' will appear in the transaction area of the Altura terminals as a further reminder to retailers to verify age at the precise moment of purchase.
 - Launch date: January 13, 2014.
- 'Ask for ID' sticker to be applied to the lottery terminal
 - The decal will be prominently displayed in all nonage-restricted lottery retailer accounts.
 - Launch date: January 6, and completed by February 28, 2014.
 - During the BCLC Territory Manager's regular visit to retailers, the Territory Manager will apply the sticker to the terminal and reinforce the importance of not selling to minors. The Territory Manager will guide the conversation using a Retailer Information Sheet which further explains the steps a retailer should take when asking for ID and how to respond to various situations. A hard copy of the Retailer Information Sheet will be left behind for the retailer's reference.
- Augment retailer certification content
 - Publish an additional slide and an additional exam question regarding the ramifications of selling to minors in the online certification courses:
 - English Lotto Certification for completion December 2013;
 - Lotto Express Certification for completion December 2013;
 - Multi-lingual Lotto Certifications for completion February 2014.

PLAYER FACING:

- New Public Display Unit Message
 - 19+ messaging educates and reminds players it is illegal for retailers to sell lottery tickets to minors; ID may be required.
 - Launch date: January 13, 2014.