

From: [Lotteries.review](#)
To: [REDACTED]
Subject: Fw: Asahi Beverages" response to the NSW Govt "Review of the Lotteries and Art Unions Act 1901"
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Attachments: [REDACTED]

From: Cameron, Vashti [REDACTED]
Sent: Friday, August 26, 2016 2:38 PM
To: Lotteries.review
Cc: [REDACTED]
Subject: Asahi Beverages' response to the NSW Govt "Review of the Lotteries and Art Unions Act 1901"

Each year, Asahi Beverages companies conducts more than 100 trade promotions throughout Australia. In our experience, more people participate in games of chance than games of skill, presumably because games of chance take less effort to enter. However where the prize pool value is small, we tend to conduct games of skill rather than games of chance to avoid the need to apply for a permit in NSW. This tendency has increased now that it is the only state that requires a permit to be issued for low value prize pools (as you will be aware, Victoria no longer issues permits; excluding instant win promos, SA only issues permits where the prize pool >\$5K; and ACT issues permits where the prize pool >\$3K).

Increasing the licence value requirement in NSW to \$10K per promotion in any 12 month period is an idea that Asahi Beverages supports. We would be more likely to conduct games of chance for our lower prize pools and attract more participation. This change would not impact the income that the NSW Government receives from the group because as already mentioned, we tend not to use games of chance for our smaller value promos where only a NSW permit is required, so the government is not currently collecting an application fee from us for these promotions.

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Schweppes Australia and Asahi Premium Beverages are members of the Asahi Beverages Group



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