

**DECISION UNDER DELEGATED AUTHORITY ON AN APPLICATION
BY SKYCITY AUCKLAND LIMITED FOR APPROVAL TO BROADCAST GAMBLING
ACTIVITY VIA FACEBOOK FROM THE AUCKLAND CASINO**

Date of Decision: 16 February 2021

1. On 12 February 2021, SKYCITY Auckland Limited (“**SCAL**”) applied, pursuant to condition 6 of its venue licence, for approval to broadcast gambling activity from its Auckland Casino, which it wants to show via Facebook to specified R20 audiences.
2. Condition 6 of the licence conditions provide as follows:

SCAL’s venue licence

6. The Licence Holder must obtain the approval of the Commission prior to:
 - (a) construction or design changes to Levels 1, 2, 3, 5 and 6 of the Original Casino Site, including the Gambling Area but excluding the Sky Tower, SKYCITY Theatre and foyer area, restaurant and bar areas outside the Gambling Area, hotel rooms and the back of house areas used by staff (unless construction or design changes to any of these excluded areas may impact on matters set out in condition 7 in which case prior approval must be sought);
 - (b) construction and design changes to level 7 of the Grand Hotel on the NZICCA Additional Site, including the Gambling Area but excluding restaurant and bar areas outside the Gambling Area and the back of house areas used by staff (unless construction or design changes to any of these excluded areas may impact on matters set out in condition 7 in which case prior approval must be sought).
 - (c) the construction or relocation outside the Gambling Area and within the Original Casino Site or the NZICCA Additional Site of bank facilities available to the public excluding ATMs, EFTPOS and like devices;
 - (d) the addition or alteration of signage relating to the casino business on any building, road or structure within the Original Casino Site or the NZICCA Additional Site, including, walkways between any of the Original Casino Site and the NZICCA Additional Site;
 - (e) the broadcasting of gambling activity by or on behalf of the Licence Holder via any communication medium or channel.

The process by which the Licence Holder may obtain approval for construction or design changes to Levels 1, 2, 3, 5 and 6 of the Original Casino Site, and Level 7 of the Grand Hotel on the NZICCA Additional Site, including the Gambling Area (paragraphs (a) and (b) above) is set out in condition 7. The Commission will determine any application for approval under 6(c). The Executive Director may approve the addition or alteration of signage relating to the casino business on any building, road or structure within the Original Casino Site or the NZICCA Additional Site (paragraph (d) above) and the broadcasting of gambling activity by or on behalf of the Licence Holder via any communication medium or channel (paragraph (e) above) if satisfied that the proposed initiative(s) will have no potentially adverse effects. The proposed changes must otherwise be referred to the Commission for a decision on approval.

Submissions

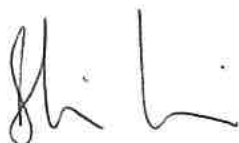
3. SKYCITY submitted as follows:

(a) It has prepared videos of gaming activity from its Auckland Casino which it wants to show via Facebook to the following R20 audiences:

- SkyCity Auckland Premier Rewards Members, who have played Table Games in the last 6 months;
- Interest targeting – targeting users who are interested in specific topics (e.g. Online Poker, Casino games, Sports betting, Online gambling, PokerStars etc);
- Lookalike targeting – targeting users with digital footprints similar to its customers, assembled by an algorithm based on Facebook's thousands of datapoints per user.

Decision

4. SCAL's proposal will have no potentially adverse effects and is approved by the Executive Director under delegated authority, pursuant to condition 6 of SCAL's venue licence for the Auckland casino.



Blair Cairncross
Executive Director
Gambling Commission

16 February 2021

