

**DECISION UNDER DELEGATED AUTHORITY ON AN APPLICATION
BY SKYCITY AUCKLAND LIMITED FOR APPROVAL OF
NEW SIGNAGE AT THE AUCKLAND CASINO**

Date of Decision: 8 May 2025

1. On 8 May 2025, SKYCITY Auckland Limited (“**SCAL**”) applied, pursuant to condition 6 of its venue licence, for approval of a signage to be displayed as tower leg banners on Sky Tower, Federal St flags, decals to be fixed to the Atrium doors, and a billboard to be displayed on the building at 86 Federal Street at the Auckland casino.

2. Condition 6 provides as follows:

6. The Licence Holder must obtain the approval of the Commission prior to:

- (a) ...
- (b) ...
- (c) ...
- (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 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.

3. The proposed signage will have no potentially adverse effects and is approved by the Executive Director under delegated authority pursuant to condition 6 SCAL’s venue licence.



Blair Cairncross
Executive Director
Gambling Commission

8 May 2025



Tower Leg banners and Federal Street flags

The advertisement features a dark background with several red, glossy dice scattered around. A central element is a red mesh cylinder with a gold ball at the top. The 'sky CITY' logo is positioned at the top center. The word 'SHOW' is written in large, bold, white letters, with a red die acting as the letter 'O'. Below it, 'BY SKYCITY' is written in smaller white letters. At the bottom, the text 'The only way to play Sign up now' is displayed in white. A small disclaimer is located at the very bottom of the image.

sky
CITY

SHOW
BY SKYCITY

The only way to play
Sign up now

R20 to enter the casino and sign up to the SHOW by SkyCity programme.
Game Responsibly. Terms and conditions apply.

**BRING
YOUR ID TO
SIGN UP**



**NOT
YOUR CAT**

SHOW
BY SKYCITY

R20 to enter the casino and sign up to the SHOW by SkyCity programme.
Game Responsibly. Terms and conditions apply.

**BRING
YOUR ID TO
SIGN UP**



**NOT
YOUR BALL**

SHOW

BY SKYCITY

R20 to enter the casino and sign up to the SHOW by SkyCity programme.
Game Responsibly. Terms and conditions apply.

BE PART OF IT



SHOW

BY SKYCITY

R20 to enter the casino and sign up to the SHOW by SkyCity programme.
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BE PART OF IT



SHOW

BY SKYCITY

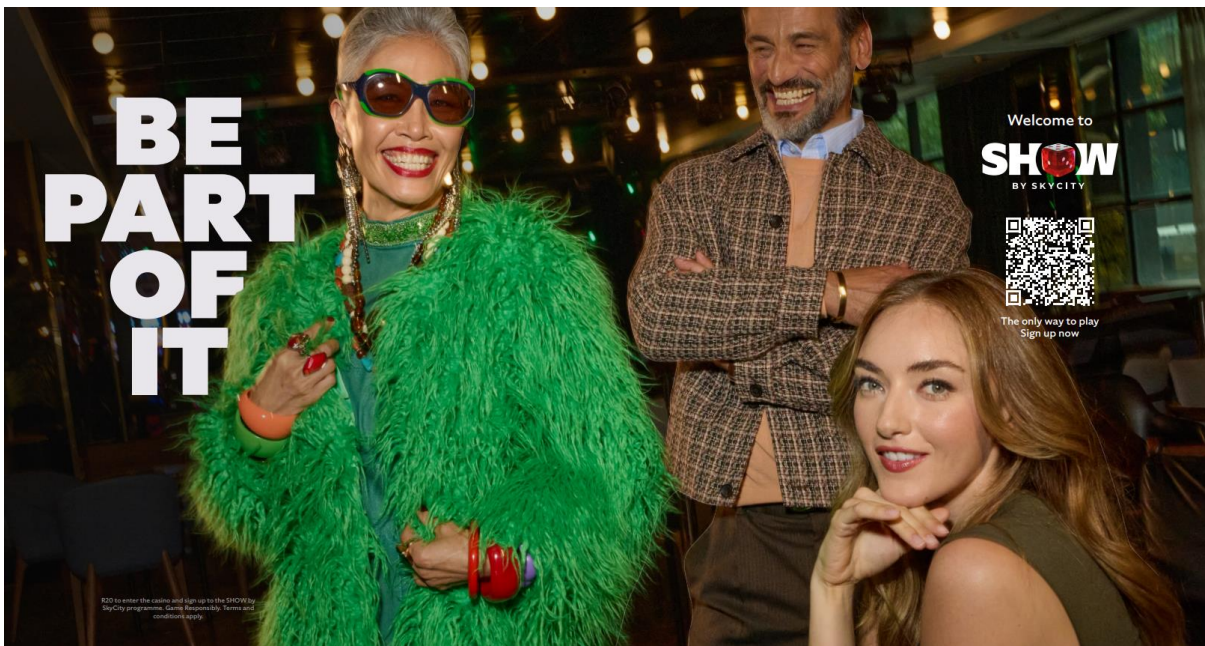
R20 to enter the casino and sign up to the SHOW by SkyCity programme.
Game Responsibly. Terms and conditions apply.

Atrium Doors



For the Gambling Commission's reference, the terms and conditions contained in the above asset reads as follows:

R20. Game Responsibly



For the Gambling Commission's reference, the terms and conditions contained in the above asset reads as follows:

R20 to enter the casino and sign up to the SHOW by SkyCity programme. Game Responsibly. Terms and conditions apply.

Welcome to
SHOW
BY SKYCITY

**\$50,000
CASH MUST
BE WON**

The only way to play
Sign up now

Sign up to be
part of it

R20. Game Responsibly.

Promotion is exclusive to SHOW by SkyCity Rewards members and runs from Tuesday 27 May 2025 until 6.59am on Friday 1 August 2025 (inclusive of draw times). One entry and one prize per member. For full terms and conditions visit www.showbyskycity.co.nz. SkyCity is a responsible host. If you wish to discuss your gaming, please talk to a SkyCity staff member or call the Gambling Helpline on 0800 654 655. Children under the age of 14 years must not be left unattended at SkyCity.

For the Gambling Commission's reference, the terms and conditions contained in the above asset reads as follows:

R20. Game Responsibly.

Promotion is exclusive to SHOW by SkyCity Rewards members and runs from 7am on Tuesday 27 May 2025 until 6.59am on Friday 1 August 2025 (inclusive of draw times). One entry and one prize per member. For full terms and conditions visit www.showbyskycity.co.nz.

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