

**IN THE MATTER** of the Gambling Act 2003

**AND** on an application by **OTAGO CASINOS LIMITED** for approval of additional signage

**BEFORE THE GAMBLING COMMISSION**

Members: G L Reeves (Chief Gambling Commissioner)  
P J Stanley  
L M Hansen  
R D Bell  
A K Foote

Date of Application: 18 January 2012

Date of Decision: 17 February 2012

Date of Notification *23rd* February 2012  
of Decision:

**DECISION ON AN  
APPLICATION BY OTAGO CASINOS LIMITED  
FOR APPROVAL OF ADDITIONAL SIGNAGE**

**Introduction**

1. Otago Casinos Limited ("OCL") applied under condition 6 of its venue licence for approval to attach additional exterior signage to the Lasseters Wharf casino. The Commission sought submissions on the application from the Secretary for Internal Affairs (the "Secretary") and the Wakatipu Casino Liaison Committee, receiving submissions from only the Secretary.

**Licence condition**

2. The relevant licence condition is as follows:

**OCL venue licence**

6. The Licence Holder must obtain the approval of the Commission prior to:
  - (c) the addition or alteration of signage relating to the casino business on the exterior of the Casino Venue.

**OCL's submissions**

3. OCL submitted that:
- (a) It wants to place two additional signs on the exterior of the Steamer Wharf Complex (the "Complex") within which the Lasseters Wharf casino is located. One of the signs will be at the Beach Street entrance, with the other at the Lake front entrance.
  - (b) The signs will be connected to the existing structural framework, with the background colour mirroring the colour of the framework.
  - (c) The casino is the anchor tenant in the Complex but is poorly represented to the public by signage, and has always been difficult to locate by potential customers.
  - (d) For the casino to stay economically viable in the competitive Queenstown market, appropriate signage is required. The new signage would assist patrons to locate the casino, and the adjoining bar and the restaurant, especially those from out of town.
  - (e) As the Casino is located upstairs in the Complex, effective signage is needed.
  - (f) The new signage does not target local gamblers, nor encourage gambling at levels that may cause harm.
  - (g) The proposed signage has been approved by the local Council.

**Secretary's submissions**

4. The Secretary did not identify any issues with the proposal.

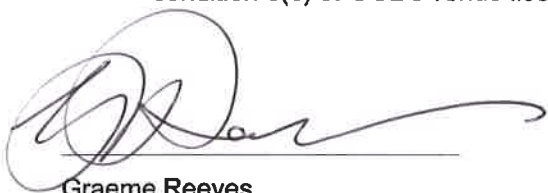
**Analysis**

5. OCL wants to erect two signs on the exterior of the Complex in which it is located. Both signs are new and are designed to enhance the current signage, which OCL considers to be inadequate.
6. Licence condition 6 of OCL's venue licence provides that Commission approval is required before the addition or alteration of any signage relating to the casino business. The Commission was of the view that the proposed signs do not raise any issues of regulatory concern, and approved both.



**Decision**

7. The Commission approved two new signs (**attached**) and their placement, under condition 6(c) of OCL's venue licence.



Graeme Reeves  
Chief Gambling Commissioner

for and on behalf of the  
Gambling Commission

23<sup>rd</sup> February 2012



LASSETERS  
WHARF  
CASINO

CASINO

THE  
WATERFRONT  
BAR & BISTRO

COMMISSION



THE  
WATERFRONT  
BAR & BISTRO

**CASINO**

LASSETERS  
WHARF  
CASINO

BAR

COMMISSION

