

# **Casino Control (Advertising) Regulations 2010**

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CASINO CONTROL ACT  
(CHAPTER 33A)

CASINO CONTROL (ADVERTISING) REGULATIONS 2010

In exercise of the powers conferred by section 200(2)(j) of the Casino Control Act, the Casino Regulatory Authority of Singapore, with the approval of the Minister for Home Affairs, hereby makes the following Regulations:

**Citation and commencement**

1. These Regulations may be cited as the Casino Control (Advertising) Regulations 2010 and shall come into operation on 12th February 2010.

**Definitions**

2. In these Regulations, unless the context otherwise requires —

“casino advertisement” means any writing, object, still or moving visual image or message or audible message, or any combination of them, which —

- (a) contains any express or implied inducement, suggestion or request to visit any casino;
- (b) expressly or impliedly leads to, induces, urges, promotes or encourages the playing of any game in any casino;  
*[S 627/2011 wef 25/11/2011]*
- (c) being designed to publicise or to promote the casino or the playing of any game in the casino, mentions, illustrates or depicts —
  - (i) any brand name, trade mark or service mark of a casino;  
*[S 627/2011 wef 25/11/2011]*
  - (ii) any pictorial device commonly associated with any brand name, trade mark or service mark of a casino; or  
*[S 627/2011 wef 25/11/2011]*
  - (iii) any pictorial representation, or any brand name, trade mark or service mark, of a game which may be played or gaming equipment which may be used in a casino; or  
*[S 627/2011 wef 25/11/2011]*
- (d) publicises a casino promotion;  
*[S 627/2011 wef 25/11/2011]*

“casino promotion” means —

- (a) any membership or loyalty programme by which —
  - (i) points, credits or rewards may be earned from the playing of any game in a casino; or
  - (ii) points, credits or rewards may be redeemed within the casino premises (whether for the playing of any game or otherwise);
- (b) any contest, lucky draw or tournament in which —
  - (i) a prize may be won directly or indirectly as a result of visiting any casino or playing any game in a casino; or
  - (ii) a prize may be redeemed on or used for the playing of any game in a casino;
- (c) the offering of any transportation or other amenity or service which gives publicity to, or otherwise promotes or is intended to promote —
  - (i) the visiting of any casino; or
  - (ii) the playing of any game in any casino; or
- (d) any other activity, programme, service or incentive (other than the winnings from a game), or any combination of them, which gives publicity to, or otherwise promotes or is intended to promote —
  - (i) the visiting of any casino; or
  - (ii) the playing of any game in any casino;

*[S 627/2011 wef 25/11/2011]*

“Changi Airport” means the area declared as Changi Airport under the Civil Aviation Authority of Singapore (Changi Airport) Notification 2009 (G.N. No. S 293/2009);

“designated tourist attraction” means a place designated as a tourist attraction and listed on the official website of the Authority at <http://www.cra.gov.sg> as such;

“distribute” includes delivering or sending to any person, or leaving on any premises or vehicle;

“printed notice” means any handbill, circular, brochure, pamphlet, map or other like document;

“publish”, in relation to a casino advertisement, means —

- (a) publish the advertisement in a newspaper, magazine, journal, periodical, directory or other printed publication or printed notice or on any object;
- (b) disseminate the advertisement by radio, television or other mass medium;
- (c) disseminate the advertisement by the public exhibition or broadcast of a photograph, slide, film, video recording, audio recording or other recording of images or sound;
- (d) publish or disseminate the advertisement electronically, including (but not limited to) publishing the advertisement on the Internet or in any way that renders it accessible from the Internet;
- (e) publicly exhibit the advertisement in, on, over or under any building, place, vehicle, vessel, train, aircraft or in the air; or
- (f) make known the advertisement to the public or a section thereof in any other manner or by any other means;

“Singapore Tourism Board” means the Singapore Tourism Board established under the Singapore Tourism Board Act (Cap. 305B);

*[S 627/2011 wef 25/11/2011]*

“tourist” means an individual who is —

- (a) neither a Singapore citizen nor a permanent resident of Singapore within the meaning of section 116(9) of the Act; and
- (b) on a short-term visit to Singapore principally for recreation, pleasure or business.

*[S 627/2011 wef 25/11/2011]*

### **No publication or distribution of casino advertisement or carrying out of casino promotion except with prior approval**

**3.—**(1) No person referred to in paragraph (2) shall —

- (a) publish or cause to be published in Singapore a casino advertisement;
- (b) distribute or cause to be distributed in Singapore any printed notice, printed publication or object which he knows or reasonably ought to know contains a casino advertisement; or
- (c) carry out or offer, or cause to be carried out or offered, a casino promotion in Singapore,

except with the prior approval of the Authority and in accordance with the manner of publication, distribution, carrying out or offering of the casino advertisement or casino promotion (including any deviation) which has been approved by the Authority and any conditions of such approval.

(2) Paragraph (1) applies to the following persons:

- (a) a casino operator;
- (b) a licensed international market agent;
- (c) a licensed international market agent representative;
- (d) a licensed special employee;
- (e) an applicant for a casino licence, an international market agent's licence, an international market agent representative's licence or a special employee licence during the period that the application is under consideration and has not been determined; and
- (f) any person acting on behalf of, under any arrangement with, or with the consent of, a person referred to in sub-paragraph (a), (b), (c), (d) or (e).

*[S 627/2011 wef 25/11/2011]*

*[S 62/2013 wef 31/01/2013]*

### **Application for approval of casino advertisement or casino promotion**

**3A.**—(1) An application for approval under regulation 3(1) shall be made in such form as the Authority may provide and shall be accompanied by —

- (a) a copy or detailed description of the casino advertisement or casino promotion and the date, time, place and mode in which it is to be published, distributed, carried out or offered, as the case may be;
- (b) if the casino advertisement consists of an object, a sample or a photograph of the object;
- (c) if the casino advertisement or casino promotion is to be published, distributed, carried out or offered by or on behalf of a casino operator, a statement by the person in charge of the compliance function of the casino operator that the proposed publication or distribution of the casino advertisement or carrying out or offering of the casino promotion is a permitted form of advertising or promotion under regulation 4; and
- (d) such other documents as the Authority may require to determine the application.

(2) The application shall be submitted to the Authority at least 21 days before the proposed date of the publication or distribution of the casino advertisement or carrying