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**CASINO CONTROL ACT
(CHAPTER 33A)**

**CASINO CONTROL
(ADVERTISING) (AMENDMENT)
REGULATIONS 2011**

In exercise of the powers conferred by section 200 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) (Amendment) Regulations 2011 and shall come into operation on 25th November 2011.

Amendment of regulation 2

2. Regulation 2 of the Casino Control (Advertising) Regulations 2010 (G.N. No. S 86/2010) (referred to in these Regulations as the principal Regulations) is amended —

- (a) by deleting the word “or” at the end of paragraph (b) of the definition of “casino advertisement”;
- (b) by deleting the word “or” at the end of paragraph (c)(i) of the definition of “casino advertisement”;
- (c) by inserting, at the end of sub-paragraph (ii) of paragraph (c) of the definition of “casino advertisement”, the word “or”, and by inserting immediately thereafter the following sub-paragraph:
 - “(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”;

(d) by inserting, immediately after paragraph (c) of the definition of “casino advertisement”, the following paragraph:

“(d) publicises a casino promotion;”;

(e) by inserting, immediately after the definition of “casino advertisement”, the following definition:

“ “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;”;
and

(f) by deleting the full-stop at the end of the definition of “Singapore Tourism Board” and substituting a semi-colon,

and by inserting immediately thereafter the following definition:

“ “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.”.

Deletion and substitution of regulation 3 and new regulations 3A and 3B

3. Regulation 3 of the principal Regulations is deleted and the following regulations substituted therefor:

“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 junket promoter;
- (c) a licensed special employee;
- (d) an applicant for a casino licence, a junket promoter’s licence or a special employee licence during the period that the application is under consideration and has not been determined; and

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- (e) 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) or (d).

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 out or offering of the casino promotion, or within such shorter period as the Authority may allow in any particular case.

(3) The Authority may refuse to consider any application under paragraph (1) which is incomplete.

Approval for deviations

3B.—(1) Any person who intends to publish or distribute a casino advertisement or carry out or offer a casino promotion which deviates in any manner from the manner of publication, distribution, carrying out or offering which has been approved by the Authority in respect of that casino advertisement or casino promotion, as the case may be, must apply to the Authority for

approval of the proposed deviation at least 21 days before the date of the proposed deviation, or within such shorter period as the Authority may allow in any particular case.

(2) Every application for approval under paragraph (1) shall contain —

- (a) the details of and reasons for the proposed deviation; and
- (b) if the casino advertisement or casino promotion is or 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 publication or distribution of the casino advertisement or carrying out or offering of the casino promotion after the proposed deviation remains a permitted form of advertising or promotion under regulation 4.”.

Amendment of regulation 4

4. Regulation 4 of the principal Regulations is amended —

(a) by deleting sub-paragraphs (c) to (g) of paragraph (1) and substituting the following sub-paragraphs:

“(c) the publication or dissemination of any interview or media release which —

- (i) complies with regulation 5(2)(a) to (e); and
 - (ii) has been approved under regulation 5(1)(a), unless the person publishing or disseminating the interview or media release has been informed by the person giving it that it is impracticable in the circumstances to obtain such approval; or
- (d) the public acknowledgment of any donation to or sponsorship of any cause or event, or of any subscription to a product or service, which —
- (i) complies with regulation 6(2)(a) to (d); and
 - (ii) has been approved under regulation 6(1)(a), unless the person acknowledging the donation, sponsorship or subscription has been informed by the person who made or carried out the