

Media Release

The Hon Melissa Horne MP

Minister for Consumer Affairs, Gaming and Liquor Regulation

Minister for Ports and Freight

Minister for Fishing and Boating



Wednesday, 23 February 2022

TABCORP AND LOTTOLAND AWARDED VICTORIA'S KENO LICENCES

Minister for Consumer Affairs, Gaming and Liquor Regulation Melissa Horne today announced Victoria's Keno licences have been granted to Tabcorp and Lottoland after a competitive tender process.

The two licensees will be able to provide Keno online for the first time, as well as through traditional retail outlets, backed by harm minimisation and consumer protection measures.

The two-licence model provides consumers with a greater choice and is better for business. It allows distributor venues to benefit from competition and innovation as it removes a one licensee monopoly on the market.

Tabcorp and Lottoland will both be authorised to conduct and distribute the game of Keno in eligible hotels, clubs, wagering outlets and electronically throughout Victoria.

Stronger harm minimisation and consumer protection measures will also be introduced to help promote responsible gambling for those who choose to play Keno in Victoria.

These measures come after the Government conducted a robust review into the future of Keno in Victoria, consulting with industry, community and government stakeholders.

Under the changes, the Minister for Consumer Affairs, Gaming and Liquor Regulation can issue harm minimisation directions to both Victorian and interstate Keno game providers when providing Keno to people in Victoria.

The directions will focus on key areas such as incentives, direct marketing, account closure, deposit limits, activity statements, responsible gambling messaging and maximum draw frequency.

Harm minimisation directions will be based on the National Consumer Protection Framework (NCPF) for online wagering, with additional elements to support online Keno specifically.

Applications for the new licences were assessed against a number of criteria, including corporate and individual probity, as well as the economic benefits to the state.

The 20-year licence will commence on 15 April 2022 after the current licence, awarded to Tabcorp in 2012, expires.

Quotes attributable to Minister for Consumer Affairs, Gaming and Liquor Regulation Melissa Horne

"The industry has changed significantly since 2012, with new technologies and new online market entrants, so we have updated the Keno licence to allow for a more modern approach."

"These changes will benefit businesses, while also ensuring stronger harm minimisation and consumer protection measures are in place so those who play Keno in Victoria can gamble responsibly."