

Record Keeping: A Guide

Gadens Trade Promotions team, are there any records I need to keep when I run a trade promotion?

There sure are! We will cover the requirements in this handy guide. And of course, please contact us at any time if you require more details.

What do you need to keep?

Each state/territory in Australia (except Tasmania) has its own requirements on what records must be kept for trade promotions. In summary, you'll need to keep all records relating to a trade promotion including:

- ➡ Entry forms.
- ➡ Winner details (name and address).
- ➡ Prize details (including values).
- ➡ Evidence that prizes were awarded (and the dates).
- ➡ Evidence that winners were notified.

In addition for NSW promotions...

- ➡ A list of all entrants.
- ➡ The date winners were determined.

Handy tip on things to keep

For all promotions we recommend you keep:

- ➡ A copy of the final terms and conditions (including permit number/s if obtained).
- ➡ A copy of all advertising (including web pages and entry form) with minimal terms and conditions.

Why?

In case they are needed to resolve consumer enquiries, complaints, litigation or regulator investigations.

Why should you comply?

- ➡ It's legally required.
- ➡ Records must be produced on request and could be asked for at any time!
- ➡ To avoid fines and other penalties.
- ➡ Audits by the regulators are not just theoretical – we've seen them occur.

How long do you need to keep records?

TAS No requirements!

SA 3 months after final winner determination.

NSW 3 months after winner determination (or after the unclaimed prize draw), or 12 months after a multi (blanket) permit expires.

ACT 12 months after winner determination (or after the unclaimed prize draw).

WA 12 months from end of promotion.

NT 2 years from end of promotion.

VIC 3 years from finalisation of the promotion.

QLD 5 years after promotion ends (unless the QLD authority approves a shorter timeframe).

A summary to make life easier!



Gadens Trade Promotions team, can you please tell me what records to keep if I'm running a national promotion?

Sure! Go with the longest timeframe (QLD) and keep all records (as we've set out above) for 5 years so you're covered.



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