

Eoin Seery

From: Juliette Quédec [REDACTED]
Sent: Friday 20 January 2023 16:11
To: Public Accounts Committee
Subject: Ref: S1158 PAC33

Categories: Correspondence for future meetings

Please see below from Orla Twomey, Chief Executive, ASAI.

Sarah Cremin
Committee Secretariat, Committee of Public Accounts
By email only: pac@oireachtas.ie

Ref: S1158 PAC33

Dear Ms Cremin

I refer to your email letter dated 12 January 2023.

I note that you have indicated that the Committee agreed to request the ASAI to consider reviewing the decision in relation to National Lottery advertising which reference that 90% of lottery receipts are returned to the community. I note further that this request is stated to be made in light of the fact that this figure includes unclaimed prize money which is diverted to incremental marketing and advertising of the National Lottery.

Please note that the ASAI operates in accordance with the Code of Standards for Advertising and Marketing Communications in Ireland (the "Code") and that pursuant to the Code, an application for a review may only be accepted from the parties to the original complaint(s). In circumstances where the Committee is not party to the original complaint(s) it is not open to the ASAI to accept the Committee's request for review.

However, please note it is open to the Committee to make a complaint in relation to the relevant advertising and the ASAI could then investigate this complaint in accordance with the Code. You might please confirm, as follows:

1. Please confirm whether the Committee wishes the ASAI to treat your correspondence as a complaint and to commence a complaints process? And, if so
2. Please set out the grounds of complaint;
3. Please set out such further detail as the Committee wishes to be considered in connection with its grounds of complaint.

In relation to 2. above, we note that you have made reference to the copy transcript of 15 December 2022 (page 66, item 1607) which you provided. You might please confirm if there is any further information which you would like to bring to the attention of the ASAI in relation to your complaint, including but not limited to, information in support of your statement that it is a fact that the 90% figure referred to in the advertisement includes unclaimed prize money which is diverted to incremental marketing and advertising of the National Lottery.

I look forward to hearing from you.

Yours sincerely,

Orla Twomey
Chief Executive