



Responsible Gaming Data/Reporting and Innovation Coordinator

Crown Position Description

Position Number	TBC	Department	Responsible Gaming
Position Title	Responsible Gaming Data/Reporting and Innovation Coordinator	Location	Melbourne
Reports To (role)	GMRG Melbourne/Sydney/Perth	Last Modified	16/11/2020
Number of Direct Reports	0	Number of Indirect Reports	0
VCGR Licences Required	All Australian Resorts Casino licences	Role Breadth	Group role

Position Summary

The Responsible Gaming Data/Reporting and Innovation Coordinator is responsible for ensuring the accurate and timely [development](#), administration, preparation, analysis and reporting for the Responsible Gaming department. It will execute a portfolio of technology utilisation for all Crown Resorts properties as well as delivering proactive and innovative reviews and analysis on harm minimisation programs.

This position will ensure all Crown Resorts properties are at the forefront in the world in using technology and innovation to strive for best practice in Responsible Gaming in accordance with relevant policies, procedures and legislation to meet with Crown Resorts' business objectives.

[This role will be responsible for the contribution in relation to the development of responsible gaming strategy using data analytics and innovation.](#)

Objectives of the role:

- [Develop, a](#)Analyse, report and maintain Responsible Gaming data across all Crown Resorts properties to ensure the same level of involvement and access.
- Develop and oversee multiple initiatives ensuring Responsible Gaming business goals are achieved
- Work closely with the Responsible Gaming Management to drive initiatives ensuring they are all in place with defined plans, scope, deliverables, required resources, budget and timings
- Develop comprehensive, accurate and meaningful statistics, evaluation and analysis reports for management, the Crown Resorts Responsible Gaming Board Committee and State Regulators.
- Drive all aspects of the utilisation of technology in Responsible Gaming for all Crown Resorts properties as well as providing a proactive and strategic view on delivering harm minimisation through technology and innovation
- Investigate and report on harm minimisation innovation globally and prepare reports for consideration

Key Result Areas

Key Position Accountabilities	% of Role	Key Activities and Tasks	Outputs & Measures
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Data Collation and Reporting Relating Directly to Responsible Gaming	30 %	<ul style="list-style-type: none"> • Ensure the accurate and timely reporting, preparation & processing of Responsible Gaming data in accordance with relevant policies, procedures and legislation. • Represent Responsible Gaming in business engagement activities by understanding all relevant data. Oversee the implementation of case management systems to ensure all properties operate efficiently within the scope of their differences. • Align Perth/Melb/Sydney as closely as possible re technology and reporting methodologies. • Build and maintain effective relationships with stakeholders representing Responsible Gaming in relevant projects, groups and discussions 	<ul style="list-style-type: none"> • Establishes and manage productive working relationships with key internal stakeholders • Disseminating information in a timely fashion to necessary stakeholders • Communicates outputs and status updates on RG cross property activities to RG Senior Management • Achievement of agreed projects
Communication/ Innovation	20 %	<ul style="list-style-type: none"> • Guide Responsible Gaming and/or project resources to deliver on key objectives. • Manoeuvre current technologies into fresh, innovative ideas. • Develop new areas of reporting/ideas to identify trends, determine methods for increasing clarity and referrals. • Capitalise on existing systems that have data on customers in order to minimise harm. • Examine methodologies that may capture information on uncarded customers. • Report on status to ensure transparency across stakeholders • <u>Develop stakeholders and manage the relationships with external technology providers</u> 	<ul style="list-style-type: none"> • Can demonstrate that measures of success are the key focus of initiatives and that RG management are considering these measures when approving initiatives to proceed • Key Stakeholders are informed and engaged in analysis and forecasting • <u>Recommendations provided to identify and implement business improvement initiatives.</u> • <u>Stakeholder management developed and opportunities raised with senior management</u>
Business Processes	20 %	<ul style="list-style-type: none"> • Identify areas to improve efficiency and efficacy of business processes within Responsible Gaming <u>and provide risk feedback</u> • Analyse initiative spend and find efficiencies where possible without effecting the result • Anticipates issues or risk and apply timely solutions • <u>Development of policy and procedure standards as necessary</u> • <u>Develop strategies in relation to data and technology to improve responsible gaming oversight and reporting</u> 	<ul style="list-style-type: none"> • Present efficiency ideas to manager • Cost savings either through negotiation or resource efficiencies • Proven understanding of environment we work in and operating challenges • Documented standards which are sighted and approved by key stakeholders
Compliance	20 %	<ul style="list-style-type: none"> • Ensure compliance with and adherence to all relevant legislation and policies and procedures in relation to Responsible Service of Gaming (including training), and the Responsible Gambling Code of Conduct • Compliance at all times to legislative requirements, company 	<ul style="list-style-type: none"> • Compliance training completed and up to date • Compliance matters actioned and followed up as required

		policies and company Code of Conduct	
Health and Safety	10%	<ul style="list-style-type: none"> Adhere to CrownSAFE policy, procedures and systems relating to health and safety. Take reasonable care for own and others health and safety Cooperate with Crown in relation to actions taken to comply with Occupational Health & Safety Legislation To inform the appropriate manager of any health & safety problem or defect, which may give rise to danger and reporting promptly any incident which may occur 	<ul style="list-style-type: none"> Hazards/Incidents reported immediately Performance management Participation in safety committees, workplace inspections, risk assessments etc. Training records

Qualifications and Experience

Qualifications	<ul style="list-style-type: none"> Tertiary qualification in business related discipline preferred or other equivalent commercial qualifications or experience Requires the incumbent to hold and maintain a Category A Special Employee Licence as issued by the Victorian Casino Gaming Regulator (VCGLR), DRGL, NSW Gaming Licences
Experience	<ul style="list-style-type: none"> Demonstrated leadership in a diverse and challenging environment Demonstrated breadth in knowledge across a variety of areas such as data analytics, reporting and innovation and relevant business tools such as Excel, Power BI et al. Experience in strategy, planning and execution of projects Experience in developing and implementing new processes and procedures including driving change initiatives

SKILLS AND KNOWLEDGE

Skill or Knowledge Area	Proficiency Required	Why is this required
People Leadership	Proficient	A focus of this role is to lead innovation, and analytics projects therefore a proficient degree of leadership in engaging, influencing and organising key RG management
Customer Service	Advanced	Understands all stakeholder expectations when they interact with the various Crown properties. Must be able to work with department managers to implement effective change opportunities.
Relationship Building, Communication and Influence	Advanced	Demonstrated ability to communicate and build constructive relationships across the organisation. This role interacts with a range of stakeholders across all levels of the organisation and requires highly responsible and responsive initiative, advice and support.
Innovation Vision	Proficient	Understanding the strategic vision of the department and providing input into the future direction of the operations in relation to RG objectives relating to key innovations or initiatives.
Change Agility	Advanced	Ability to influence others in developing and implementing change, both physical and cultural. To work within a diverse and challenging environment and to identify and satisfy internal and external stakeholder requirements at all levels.
Results Orientation	Advanced	A demonstrated commitment to develop and influence the future direction of Crown Resorts RG
Business/Analytical Acumen	Proficient	It is essential in this role has a wide understanding of the business and is knowledgeable in current policies, practices, trends, technology and information affecting the business. Ability to apply knowledge to business objectives and goals to understand the challenges and opportunities

		within RG.
Goal Setting	Proficient	Sets clear, measurable and realistic objectives. Provides honest, constructive and timely feedback. Encourages the development of skills, teamwork and a positive attitude to change.

KEY RELATIONSHIPS/INTERACTIONS

Role	Internal/External	Frequency	Purpose/Nature of Contact
Group General Manager Responsible Gaming	Internal	Weekly	To report initiative plans, status updates and ensure business alignment. Provide information as required.
General Manager Responsible Gaming in Melb, Perth, Syd	Internal	Weekly	To lead a portfolio of strategic Responsible Gaming initiatives to deliver best practice. To lead, report, consult; collaborate, analyse on plans for RG related activities
Responsible Gaming Key Stakeholder group across all Crown Resorts	Internal	As required	Maintain presence with the key stakeholders, engage and support the RG team objectives and communication strategies.
<u>Technology stakeholders</u>	<u>External</u>	<u>As required</u>	<u>Instigate relationships and develop proof of concept with external technology companies</u>

DECISION MAKING AND ADVICE

Decisions this role makes alone	<ul style="list-style-type: none"> Strategies to implement and maintain initiatives that adhere to Responsible Gaming objectives Develop analytical data sets for evaluation and improvement Maintain organisational standards of satisfaction, quality, and performance Oversee multiple initiatives ensuring business goals are reached
Decisions this role makes under guidance	<ul style="list-style-type: none"> Priorities, Time frames and budgets for key projects Involvement in medium/large projects
Advice/Recommendations this role provides	<ul style="list-style-type: none"> Plans and reporting to meet business, regulatory, legislative and corporate requirements Allocation of initiatives and projects <u>Strategy contribution</u> Identification of related emergent risks and issues with business impact
Decisions this role escalates	<ul style="list-style-type: none"> Approval of significant business cases and change initiatives

FINANCIAL IMPACT AND ACCOUNTABILITY

Direct Financial Accountability	Managing the cost of approved initiatives, strategies and innovative projects
Indirect Financial Influence (optional)	Recommendations department discretionary expenditures

ORGANISATIONAL CHART

Next level of supervision

Group General
Manager
Responsible
Gaming

Immediate level of
supervision

General Manager –
Responsible
Gaming
Melbourne/Perth/Sy
dney

This role

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Responsible
Gaming
Data/Reporting and
Innovation
Coordinator

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