

Play Periods at Crown Australian Resorts

Proposal November 2020

Overview

'Play Periods' is the term employed to describe the policy and process in relation to the period of time a domestic customer is recorded as being in the casino from the first recorded event, and any subsequent action taken in relation to the length of time that customer is in the casino, combined with any 'time on device'. The predominant process measure for Play Periods is the record of Loyalty Program card events, however, employee observation is also utilised.

The Play Periods Policy is determined by a combination of advices received via the Crown Resorts Responsible Gaming Advisory Panel (**RGAP**), as well as available research, Responsible Gaming department expertise and Executive management discussion.

Consultation with the RGAP suggests (in the absence of research specifically addressing this issue) that evaluation is necessary in order to determine a meaningful time period for play.

In principle, the ongoing development, review and implementation of the Play Periods policy seeks to address the best way to ensure that intervention and contact with each customer is purposeful in terms of delivering awareness, assistance and support.

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This proposal focuses on the Domestic customers. The application of this Policy in relation to International customers will be reviewed once International visitation returns.

1. Clinical Considerations as considered by the Responsible Gaming Psychologists

The most important element of intervention regarding problem gambling is the significance of the face to face interaction with the customer.

The opportunity for an individual who is experiencing difficulties to speak one on one with an interested and skilled person about their particular issues, needs or requirements is crucial in offering support that will be acknowledged and meaningful to the individual.

This contact is also valuable for those who may not be experiencing difficulties at the time of the interaction, however if needed at a later time will recall the conversation and potentially seek help.

This interaction needs to be a sensitive and demonstrably empathetic approach that will enable the customer to feel they have the ability to manage themselves and their gambling behaviour.

The quality and timing of each intervention is crucial in terms of having meaning for the individual and their approach to their gambling behaviour. An intervention that occurs too early may be

regarded as irrelevant by the customer and there would be a loss of opportunity and impact in discussing Responsible Gaming (RG) issues.

This intervention needs to be 'RG' purposeful, based on educating the customer and alerting them to the potential problems associated with continued play.

This should be face to face contact with the Responsible Gaming Advisor (RGA).

Current Issues for Consideration

- Customers may be 'off side' regarding the policy;
- Customers are looking for ways to 'dodge' contact regarding Play Periods; and
- RGAs are seen as policing rather than supporting/educating as they have no opportunity to offer support at the times of intervention.

2. Operational Process

In order to maximise customer care, it is crucial that RGAs are seen by customers as supportive and engaged with individuals on a personal level, not as 'police' who are ensuring they leave the property at a nominated time. This is to ensure that customers are encouraged and motivated to seek help from the RGAs at a later time if needed.

Knowledge of our players is substantial and significant, and making use of this prior to any contact contributes to a meaningful, significant and targeted intervention with each customer.

Recommendation:

Signage is placed throughout the Crown Resorts properties that alerts customers to the possibility that they may be approached by a RGA, and that this is a standard part of their role. This signage needs to clearly state that the contact is to provide support and is no way punitive or targeted. Customer care is the absolute objective.

**Refer to annexure 1*

First Contact by RGA at 12 hours

Note - For those customers who have come to the attention of the RG or Gaming team – earlier contact may be made should the RGA deem it necessary for the customer's wellbeing. At all times all employees should be also be referring to Observable Signs.

- The RGA thoroughly assesses the individual's immediate and longer term history prior to contact, evaluating time on device, time on property and any history recorded regarding their behaviour;
- Once the RGA has the information regarding the customer's history, they determine what the contact needs to entail, approach the customer and request a discreet conversation;
- They have a conversation with the customer based on RG principles;
- This conversation may involve a check on other behavioural signs and some information about responsible gambling. Possible areas to cover:
 - Importance of players recognising that their behaviour is potentially harmful;

- Associated symptoms (for example depression, anxiety);
 - Alert them to the behavioural indicators of problem gambling;
 - Ask them about how they would normally spend their time;
 - Educative component; and
 - Pass on Gambling Help information.
- Gaming are briefed about the conversation and take over the management of the customer.

Further contact between 12 and 18 hours

- Gaming has a follow up conversation:
 - Indicating the policy of an enforced break at 18 hours for a minimum eight (8) hour period;
 - Offering support as appropriate – i.e. RGA, Gambling Help information; and
 - Flag what will happen if they stay on the property (i.e. they will be asked to leave.)
- Gaming advises the RGA of the outcomes.

Any period beyond 18 hours will require the customer to have a 24 hour break.

- **Discussion** - Play between 18 and 24 hours

3. Additional Considerations

Repetitive behaviour:

A different approach needs to be taken if there are three (3) occurrences per every two (2) weeks. A RG Ban should be considered if the customer is non-compliant over a significant period of time.

Time on Device Vs Time on Property

One of the behavioural indicators of problem gambling is time spent at a gaming property at the expense of the development and investment in meaningful pursuits and activities in life.

RGAs have identified a number of customers who play for small intermittent periods, but have been on the property without a break for substantial periods of time.

Some customers may be playing uncarded as a means of avoiding enforced breaks – time on property would capture these customers and allow for contact.

There should be a strong emphasis on the combination of time on device and time on property whilst a customer is here.

Interactions need to be highly individualised and tailored specifically to each customer.

4. Evaluation

Evaluation would be conducted to consider how customers were:

- i. Responding to the RGA intervention at 12 hours; and
- ii. Whether the intervention of the RGA has an impact on their ongoing gaming behaviour.

This would be achieved through:

- i. The collection of anecdotal information recorded by the RGA at the time of the discussion;
- ii. A review of the customer's subsequent gambling behaviour at 3 months following the interaction (through recorded play); and
- iii. Follow up conversations with the gaming floor staff for anecdotal information about the customer.

NB - The customer would not be contacted for feedback following the interaction with the RGA.

5. Recommendations

- Play Periods should be based on time on device and time on property, however there needs to be an individualised approach to this (accessing player history) to ensure the RGA interaction is meaningful.
- Intervention is undertaken by the RGA at 12 hours and the Gaming staff then manage their customers on an ongoing basis if they deem necessary.
- Players are to be told that they must leave the gaming floor when they have reached 18 hours.
- RG and Gaming have joint ownership of Play Periods and work in concert to support customers.