

Proactive Responsible Gaming Proposals

PROPOSAL	RECOMMENDATION
TIME LIMITS ON PLAY	<p>Crown Australian Resorts would propose the following time limits on playing at Gaming Machines, Table Games and Electronic Table Games:</p> <ul style="list-style-type: none"> • Domestic Players – 12 hours in a 24 hour period with observation/intervention at eight and 10 hours. Customers will not be able to play for more than 48 hours in a week. <p>International Premium Program Players – staying less than seven days - 18 hours in a 24 hour period with interventions at hours 12, 14 and 16. Players staying for longer than 7 days would revert to Domestic Player policies.</p>
STATE-WIDE EXCLUSION REGISTER	<p>Crown Australian Resorts would be supportive of a state-wide exclusion register. This would include:</p> <ul style="list-style-type: none"> • Self Exclusion • Third Party Exclusion <p>There are some complexities with the establishment of this including but not limited to privacy considerations and implications for all Australian Resorts.</p> <p>A staged approach by way of an Australasian Casino Self Exclusion Program to be raised with Casinos and contemplated.</p>
BINGO	<p>Crown Melbourne has previously offered Bingo for Crown Rewards members. This program will cease.</p> <p>This program has not been offered since re-opening.</p>
BUS/RED CARPET PROGRAM	<p>Crown Melbourne has previously offered the 'Red Carpet Program', where community groups organise a group of members and arrange transport (by Bus) to Crown Melbourne and in return are offered Food and Beverage and potentially funds toward the cost of hiring a bus. This program will cease.</p> <p>Crown Perth has previously offered a program whereby either via public transport or privately arranged bus service, participants would receive a voucher inclusive of food and beverage and gaming token. This program will cease.</p> <p>These programs have not been offered since re-opening.</p>

RECRUITMENT OF CALD RESPONSIBLE GAMING STAFF	Crown Australian Resorts to recruit additional Responsible Gaming Advisors, with priority given to those from Culturally and Linguistically Diverse (CALD) backgrounds including language skills that are underrepresented in the staff profile but overrepresented in persons experiencing harm from gambling.
CASHLESS	<p>Crown Melbourne would move to a cashless gaming with approval from the Victorian Government. The main way to bet would be via the introduction of a digital wallet for all games. For casual players – this could be via a ticket that can be purchased at the cage or ticket machines. ATMs would still be placed no closer than 50m from the gaming floor. Note acceptors would not allow for more than \$500 to be inserted at any one time.</p> <p>An enterprise approach would be contemplated by the Crown Resorts Digital Steering Committee in consultation with relevant parties.</p>
INDUCEMENTS	Crown Australian Resorts will cease ‘stretch targets’ in marketing programs.
CROWN REWARDS	<p><u>Operational</u> - Crown Australian Resorts will replace gaming vouchers on signing up to the Crown Rewards Program with a non-gaming/promotional voucher instead.</p> <p><u>Review/Research of the Loyalty Program</u> The objective is to establish if there are any aspects of the Loyalty Program that may be causing harm and what if any measures can be put into place control those risks. Considerations are:</p> <ul style="list-style-type: none"> • Engagement of an external independent researcher • Release of customer data – to be anonymised • A reliable read on the extent of the causal direction between the association of elements of the Loyalty Program and problem gambling. This is complex as been noted in academic research • Establish a way to ensure the research can provide direction on any causal relationship to problem gambling • A consultative process with the researcher in the design and methodology

GAMING SALES STAFF REMUNERATION	Currently, no Gaming Sales staff participate in a Sales Incentive Plan. A new scheme will be developed, which will maintain the current non-inclusion of turnover based incentives. The approach will be that Human Resources will in the design of the scheme consult with relevant parties, prior to the submission to the Remuneration Committee for approval, which would be the final lens.
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