



Responsible Gaming Management Committee

Crown Melbourne

Minutes

Attendees Josh Preston, Xavier Walsh, Sean Knights, , Kierren Gersbach, Tom Rickard, Peter Lawrence, Leon Pillai, Kate Earl, Susan McNulty, Sonja Bauer

Apologies Mark Mackay, Matthew Christie

Date: 20 September 2018

1. Responsible Gambling Code of Conduct (Code) - update

- a. Feedback from Committee members
 - There was no specific feedback noted, discussion in relation to the Code is noted below.
- b. Changes to the Ministerial Direction for Codes
 - Due to recent amendments (which came into effect on 19 September 2018) made to the *Gambling Regulation Act 2003* (Vic) relating to Codes, Crown Melbourne is now able to make changes to its Code without requiring the approval of the Victorian Commission for Gambling and Liquor Regulation (VCGLR).
 - Specifically, the amendments include the following:
 1. removal of requirements for Codes to be approved and reviewed by the VCGLR;
 2. the Minister for Gaming and Liquor Regulation (Minister) is enabled to give direction or directions in relation to the standards, requirements and content of Codes;
 3. requirement of the Minister to conduct a review of the operation of Codes at least every five years; and
 4. regulations are able to be made in relation to the standards, requirements and content of the Codes.

The Minister released a new Direction on 17 September 2018, with minimal changes, but reflecting the above amendments.

- c. The surveys for the annual Code review were conducted.
 - The member survey was tabled (attached)

d. Internal Audit

- The F19 Responsible Service of Gaming audit, as part of Crown Melbourne's F19 Internal Audit Plan was completed. The overall audit rating of the report is 'Excellent' with no findings identified - *"Internal Audit is satisfied that Crown Melbourne has controls in place to monitor compliance with Responsible Gambling Code of Conduct and relevant regulations."*

2. Responsible Gambling Ministerial Advisory Council (RGMAC) - update

- a. At a meeting of the RGMAC on 26 July 2018, the RGMAC informed participants that it was considering a list of matters which should be included in Responsible Gambling Codes of Conduct for "gaming venue operators" (not Crown Melbourne). These included:

- A venue operator must not serve food or beverages to a person seated at or playing a gaming machine. Free or discounted food or beverages must not be offered only in the gaming area.
- A venue operator must participate in any research and evaluation where requested to do so by the Department of Justice and Regulation

The RGMAC Working Group on 'Emerging Gambling Products', on which Crown Melbourne was represented. Products identified as requiring detailed consideration included emerging gaming machine products, synthetic lotteries, skins gambling, loot boxes and daily fantasy sports. A number of recommendations were made to RGMAC, but many did not receive consensus and this is reflected in the report.

The above was noted by the Committee.

3. Australasian Gaming Council (AGC)

- a. AGC is currently reviewing its Charter and *Strategy for Responsible Gambling*. The AGC Board, of which Crown Resorts is a member, appointed a Responsible Gaming Executive Committee (RGEC) to contribute to the review. The RGEC met on 23 July 2018, Sonja Bauer participated in this meeting and provided a brief overview of discussions.
- The RGEC participants include Gaming Technologies Association, Australian Hotels Association NSW, Aristocrat Technologies, The Star Casinos, Tabcorp, ALH Group and Crown Resorts.
- b. The Committee noted the information noted in the articles of interest summaries in the Environmental Scan.

4. Crown Model - update

- a. As the Committee is aware, Crown Melbourne's Customer Analytics Team has developed a predictive data modelling tool entitled 'Crown Model' in conjunction

with the Responsible Gaming team. A trial of the Crown Model commenced on 25 June 2018. The tool uses data available from loyalty program members in the lead up to self exclusion.

- b. The trial involved analysing an initial list of 100 members generated by the Crown Model. From the initial 100 member list, 44 patrons were observed or engaged with, and each of those engagements has been documented. Of the 56 patrons who have not been observed, 43 patrons had no active ratings. The remaining 13 were unable to be interacted with. The Customer Analytics team is now working on a Control Group.
- c. Progress reports will be provided to the VCGLR at quarterly meetings.

The update was noted by the Committee.

5. Responsible Gaming Support Centre updates

- a. Updates on Statistics and Play Periods were noted
- b. Patron Welfare – The Committee was apprised of the continuing VIP and Operational Management meetings. It was also noted that spot patrols of the car parks by RGLOs with Security Officers continued.
- c. Cross Property Self Exclusions
 - Crown Melbourne and Crown Perth have continued working towards a mandatory Cross Property Self Exclusion position (as opposed to the existing opt in model).
 - Crown Melbourne has applied for approval from the VCGLR to share its self exclusion lists with Crown Perth.
 - The VCGLR has expressed concerns related to customer privacy, which have been addressed by Crown.
 - The VCGLR has advised that it requires the program to include an opt out.
 - The VCGLR has indicated that it will approve this only if the customer is clearly advised that they can opt out. This is somewhat contrary to the intention of the cross property self exclusion and is being raised with the VCGLR. Crown's position is that the aim is to introduce a Cross Property Self Exclusion Program with an opt out only in extenuating circumstances.
 - Discussions with the VCGLR are continuing.

6. Gambling Harm Awareness Week

- a. Gambling Harm Awareness Week (**GHAW**) for 2018 will be occurring from Monday the 8th of October up to and including Sunday the 14th of October 2018. This replaces Responsible Gambling Awareness week, as held in previous years by the Victorian Responsible Gambling Foundation.
- b. Gaming Machines and Responsible Gaming will be staffing a booth for the week at the Food Court/Central Booth area, as well as comms at Crown Rewards Desks and on Motion trans
- c. There will be a GHAW Information desk near IDs, and employee comms in the lead up to and during the week

- d. The Crown Melbourne event will be on Wednesday, 10 October 2018, 3.00 pm at the Groove Bar

The Committee noted the updates for GHAW.

7. Other updates and business

- a. Crown Melbourne is continuing to progress the implementation of the 11 Responsible Gaming related Recommendations made by the VCGLR in its Section 25 Review
- b. Other business – there was no other business