


CROWN

Responsible Service of Gaming

Senior Manager Training
(Advanced)



responsible gaming
Ασφάλεια Αξιοπιστία Έκπαιση

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TRAINING OVERVIEW



- ▶ Taking care
- ▶ Game Principles
- ▶ Deposit Sweepstakes
- ▶ What is Responsible Gaming & Self-Help?
- ▶ The Responsible Gaming Message
- ▶ Responsible Gaming Plans (RGC)
- ▶ Self Analysis & CCFI
- ▶ Buy Power
- ▶ Responsible Gaming Advertising

- ▶ Responsible Gaming Control Limits: Spins or Losses
- ▶ Case of the Day & Virtual Thinking
- ▶ Responsible Signs
- ▶ Your Role
- ▶ Self Care
- ▶ Recap
- ▶ Summary
- ▶ Goodbye



AWARENESS. ASSISTANCE. SUPPORT.

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TRAINING AIMS




- Understand Crown's responsible gaming principles and commitments
- Build awareness of responsible gaming and problem gambling
- Understand Crown's Responsible Gaming programs and services
- Identify key and relevant elements of the Code of Conduct
- Increase knowledge of casino strategies
- Develop better staff interactions and support





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RESPONSIBLE GAMING PRACTICES 

- Responsible Gaming placed several topics for consideration, government, community and the gaming industry
- The objective is (gamble) loss with no financial
- Customers need to be informed about gaming products and (in a way of) custom services and programs

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RESPONSIBLE GAMING PRACTICES 

- Management of future, best reviewed in 2023
- Policy of expertise in compliance
- Enhancement of Crown's reputation as a team leader in Responsible Gaming
- Review of policies with Crown history (limited amount of involving Crown)

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Professor Horvath.

WHAT IS RESPONSIBLE GAMING & GAMBLING HARM?

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Responsible Gaming Exerting control and self-restraint to ensure that gambling is kept within affordable limits. Money and time is managed in balance with other activities, and gambling is not used to solve problems.


www.crown.com

Gambling Harm Harm from gambling isn't just about losing money. Gambling can affect self-esteem, relationships, physical and mental health, work performance and social life. It can harm recovery from serious illness, drug abuse, family, friends, work places and communities.


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RGC 

- RGC
- Licensed in NZL & Victoria
- "Take a step" message for "Growth" when they have not met the self-exclusion period yet
- Responsible Gaming
- "Growth" 24 hours a day "Growth"


AWARDS-WINNING PRODUCT
Gambling/Gambling Help 1800 655 658
Responsible Gaming Centre 1800 901 098


AWARDS-WINNING PRODUCT

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RGC



Test & Services

- Responsible Gaming Actions
- Responsible Gaming Psychologists
- Challenge Budget
- Exclusion

Programs


- All Excludes, Self-Excludes, Resolves and Gaming Responsible Alternative Program
- Via Play and Play Safe Units (includes all components: Play Action Elements, Data Analytics, Open Mail & CRM Tools)


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RGC 

Responsible Gaming (RGC)

- Develop, monitor and track RGC
- All RGC have someone managing equipment
- Tailor for customer or provide service (e.g. responsible gaming and welfare)
- Tailor for Crown's Self Exclusion Program
- Manage Customer welfare (e.g. self-exclusion and self-exclusion related matters)
- Manage reporting matters (e.g. Internal, SPCC and Responsible Gaming Register)

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RGC 

Responsible Gaming Programs


- Psychologists - Kate East, Gwyneth Kelly and Jill Clarke
- Conducting impact evaluations: self-test, awareness, controls, social marketing, gambling, awareness, etc.
- Self-exclusion
- Support & Risk Management
- Asset Protection

Product/Service Programs

- Filter Alerts
- Custom and unique offers


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RGC 

Class Terms and Exclusion Process

- Consistent to how Self Exclusion works (T2 0) for Crown Casino/Australia
- Minimum length of 2 months with extensions available
- Funds can now be withdrawn after the minimum Self Exclusion term has been completed subject to the conditions of 2 month term limits.
- Option available to have Self Exclusion automatically reactivated after 7 years having met all terms and conditions of the Self Exclusion order


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RGC 

TO BEYOND (2016) AND (2017) AND (2018)

- **Award for Electronic Gaming Machine (EGM) Coverters**, the responsible gaming committee has introduced a suite of voluntary measures to help and assist the gaming industry to comply.
- **Responsible Gaming Coverters** (RGC) are now available.
- **Information about your EGM is available on the TGG Crown Responsible Gaming, Voluntary Measures (RGC) website.** (www.tgg.com.au)



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AWARDING RESPONSIBILITY TO YOU

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RGC 

Can Self Exclusion be reversed?

- Crown Self Exclusion members may not be able to reverse their self exclusion to their Self Exclusion Table (SE Table) if they:
- Exceeded their self exclusion limit or their self exclusion
- Are not a member of Crown Rewards Club


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RGC  CROWN


Your RGC details:

- A summary of EGM activity which uses Crown Rewards Card
- Shows the class and total amount won and lost during the relevant period
- Shows total class or spend of real time per minute Crown Rewards card is used or swapped
- Also available by EXTC facility

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DATA ANALYTICS & CCTV




Data Analytics

- Development of Crown Model
- Analytical tool to identify potential risk of harm from gaming
- Utilises historical data and real time monitoring of play periods CCTV
- Facilitates identification to assist in the detection of banned patrons



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PLAY PERIODS 

- Alerts alerts regarding customer activity
- Alerts alerts to limit a customer's loss
- Alerts customers to responsible play
- Alerts customers to not exceed 24 hours continuous play without a substantial break
- Partnership with NCRH ensuring customers receive the gaming floor prior to credit expiry

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BROCHURES, SIGNAGE, ADVERTISING 

- Accessibility of funds, etc.
- Wagering
- Clearing
- Taxes
- etc.




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 RVIAD21AC00 #CRBTARW1 01 PROCT


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CODE OF CONDUCT


The Code of Conduct:


- describes Crown's commitment to responsible gaming practices and its obligations to deliver responsible services of gaming
- Mutual Recognition & A/RMs
- full compliance with Crown's License/Concise
- issued to Municipal Operators
- includes obligations to employees
- is available in seven other languages
- must be posted in visible
- transfer of the Code of Conduct can result in disciplinary action against Crown


AWARDING AGENT'S DUTY
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CODE OF CONDUCT 

CHAPTER 2

- ▶ **Responsible Gaming & EGA**
- ▶ **Crown Responsible Gaming**
- ▶ **Crown Melbourne website and Hubnet (Online)**
- ▶ **Responsible Gaming and Crown's role in the community**


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CODE OF CONDUCT 

Responsibility to the Customer:

- Maximize the fun!
- Customer is second responsible party when it comes to


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CODE OF CONDUCT 

Responsible Gaming and ADRs

- Promote responsible gaming
- Fair play & integrity
- Withdrawals and transfer of ADRs

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ODDS OF WINNING



Player Information: Display

- Rules of play
- Chance of a win or loss
- How to take money out/in






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CROWN


MYTHICAL THINKING


Myth: People who gamble

Over 90% of people with problem gambling behaviour nominated SGMV as the form of gambling with which they had a problem. (PGD 2014)

Research has found that Faulty Beliefs are held by many gamblers, not necessarily those with problem gambling behaviour (Blower & Cooney 2012). However, it is also found that people believe they acquire more knowledge when they play more often. This is in spite of the fact that people who play more often are more likely to experience problems. (Blower & Cooney 2012)


* Productivity Commission 2010, Gambling, Report no. 60, Canberra


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BY WINNERS OF THE AUSTRALIAN RESPONSIBLE GAMING AWARDS
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MYTHICAL THINKING 

Mythical Thinking assessment

Mythical Thinking is assessed for all forms of gambling, including Table Games (Live, RNG) and Live Automated Table Games.


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MYTHICAL THINKING 


Common myths

- After losing many times, if a slot you are more likely to win
- You can make up for past losses by continuing to gamble
- It is always best to 'lay off' on FOM (not played)
- If I keep gambling, my luck will change and I'll win back the money I've lost

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MYTHICAL THINKING



“You could say more I can find a better way to play.”



- ✦ There are certain ways of playing FTDs that give you a better chance of winning. In fact, I have a system to beat the odds.
- ✦ If I play more than one DDM at a time – I’ll increase my chance of winning.
- ✦ I have a special strategy that helps me win, I know people no more for the odds and give the new Budget in an DDM it exactly the right line (DCC Online).
- ✦ If I’m a skilled enough gambler, I can beat the odds.


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MYTHICAL THINKING  CROWN


The advantage of EGMs for users is not by altering patterns of play.

- 1. The user thinks the outcome of a game by buying the EGM or playing kudos in a console way.
- 2. I almost win - I must use for a win.
- 3. EGMs are more likely to pay out at certain times of the day.

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MYTHICAL THINKING




Mythical

- I have a limited time to play today. I will know I'm going down!
- I'm good at picking winning EGMs
- You can influence the outcome of a game through concentration or positive thought
- Certain EGMs are just better than others
- It's a rip-off
- Somebody will come and really ruin it



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MYTHICAL THINKING 

Expand/Down

- ▶ I can win it back
- ▶ I already win
- ▶ I can stop any time
- ▶ My gambling will be under control as soon as I have a deposit
- ▶ This is the last time I will gamble
- ▶ Gambling is an easy way to make money



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MYTHICAL THINKING 


Description:

- I can't play
- Even if I only have a few weeks, I'm better off taking a chance
- Gaming will be the solution to my problems

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AWARDING ASSISTANCE SUPPORT 32


OBSERVABLE SIGNS CROWN

Observable Signs have been identified through research. They occur in context and are seen or reported behaviours, or patterns of behaviours, displayed by customers that may indicate potential problems with gambling. Usually more than one is displayed to indicate a potential problem with gambling.


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avoidance, acceptance, & recovery

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OBSERVABLE SIGNS



- Loss of Control**
 - Sub-occasions of a problem with gambling or alcohol (or both)
 - Refusal or inability to stop when at the casino or gambling venue, leave the venue
- Money Seeking**
 - Frequent visits to the ATM
 - Witnessed or heard that a customer was trying to borrow money for gambling
- Inebriety/Outfall**
 - Often gambles for long periods without a break
 - Vomits without reacting to what is going on around her/him and avoids contact or conversation with others


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OBSERVABLE SIGNS



Mitochondrial


- Complaints in staff about taking or leaving the casino or gaming product for home
- Observed remarks about gaming

Emotional

- Gets angry while gaming or shows signs of distress during or after gaming
- Friends at bar/home

Social

- Reported incidents from family and activities centered about or individuals gaming behavior
- Significant decline in personal grooming or appearance
- Observed conflict over gaming with family members or friends
- Disruption or withdrawal of his/her significant family



AWARD-WINNING RESPONSIBILITY

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OBSERVABLE SIGNS 

RESPONDING TO POTENTIAL PROBLEM GAMBLING INCLUDES RESPONSIBILITIES



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    graph TD
      A[Observed signs identified] --> B[Contracts ensure they are accessible and accessible]
      A --> C[Customer to identify signs to conduct low level interaction]
      A --> D[Self-exclusion program or other control available]
      B --> E[Observed signs resolved]
      C --> E
      D --> E
  
```

The low level interaction is conducted by Customer Attendants, Gaming Machines

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OBSERVABLE SIGNS

Scenario 1 The low level interaction is conducted by a Casino: Service Attendant, Gaming Machine.

Who does the observation?	Where?	How?
Slot	Casino floor observation or surveillance and appropriate identification of a range of activities including: <ul style="list-style-type: none"> • Information used • Engaging with the individual • Offer a free non-alcoholic beverage 	By Manager or PA
Slot #	Notice the location of advertisement and pass on information to your manager	Manager or PA (through direct or via Manager)
General	Review if there is anything that could be better and help identify signs of problem gaming	TSA or Manager or PA to make final decision on a case-by-case basis



AWARENESS, AVOIDANCE, SUPPORT

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YOUR ROLE



- Partner with Responsible Gaming
- Cover all our customers and ensure compliance with responsible gaming
- Encourage responsible gaming: Give messages, and educate users
- If you have any concerns or if our partners request further advice contact the RGA or Responsible Gaming Management
- Monitor compliance with the Code of Conduct and relevant legislation at all times



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YOUR ROLE



Research has shown that early recognition and intervention can help reduce harm associated with gambling.


- Understand and recognize early warning behaviours and risks
- Identify and assist customers experiencing problems with their gambling
- Monitor abnormal play
- Recognize essential signs and symptoms
- Approach and offer assistance
- Call a RGA



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YOUR ROLE




Supporting self-help responsibilities

- Recognize and encourage staff to play and report observation regarding problems they have observed with potential responsible signs
- Know the floor rules and escalate escalation when observing indicators of problem gambling behaviors
- Encourage staff to report to their manager if unsure of observations made
- Observe staff behavior to ensure all staff
- Actively be attentive of customer's behavior
- Demonstrate commitment to RG through proactive observations
- Register and enroll staff through Crown's Responsible Program


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YOUR ROLE




Your role in high level interactions:

Self Exclusion:

Advise customer of the process:


- Provide a photo ID
- Print and personal details with for SIC reports
- Explanation of obligations and limitations of the Self Exclusion Order
- Minimum term 12 months with other options available
- Commitment will be signed
- Exclusion Order addressed and issued



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YOUR ROLE



Your role in signibus interventions:

Working with challenging customer behaviour and safety

- Evaluate the behaviour in the context of observed signs in order to recognise the difference between security related incidents and TGA involvement
- Engage in conversations when safe to do so
- Determine level of threat to staff and customers
- Refer to RCU/Society where appropriate



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SELF CARE


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- Crown recognizes that some employees (like other members of the community) may have additional needs when it comes to gambling, therefore provides the employees of Crown with a self-help line counselling support.
- Crown employees are encouraged to seek professional assistance through the Employee Assistance Program.
- This is a free service for all employees and their immediate family.





Benestar
 be your best you



Gambler's Help
 1800 855 000
gamblershelp.com.au





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AWARDING RESPONSIBILITY

RECAP 


- ▶ Crown has a comprehensive Responsible Gaming Program and a range of support tools.
- ▶ The Code of Conduct
- ▶ Help Customers applying Licence conditions to a jurisdiction
- ▶ Ensure you are able to RGA for Responsible Gaming compliance
- ▶ Available

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SCENARIOS 

- A staff member refers a customer displaying observable signs. Describe the observable signs.
What would you do?
- A customer approaches you asking about Self Exclusion. Describe the process.
- Describe a difficult customer.
What behaviours are they displaying?
How do you differentiate whether to call Security or the BGA.
- Describe ways you can raise awareness of behavioural indicators with your staff.

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QUESTIONS

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?

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#WAGGINS | #SETBACKS | SUPPORT

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